



Follow Up Selling Systems

by Charlie Page

How YOU Can Profit From Follow Up Marketing!

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Follow Up Selling Systems by Charlie Page

Hello, everyone. This is Charlie Page, and I want to welcome you to the first webinar in the Follow Up Selling System series.

I appreciate very much you being here tonight, and I look forward to sharing with you the things that I've learned over the years about selling with a follow up selling system.

You'll see here that it says, "Creating income and time freedom by harnessing the power of follow up marketing," and that's really what we want to do.

I want you to take a good look at that statement again.

"Creating **income and time freedom** by harnessing the power of follow up marketing"

You know, follow up marketing has done more for me than any other type of marketing that I've tried to employ as far as creating **BOTH** income and time freedom.

Tonight we're going to talk about what a follow up selling system is and how you can profit from having one.

My goal is to answer the questions that might be in your mind right now. I know that I had these questions, and more, when I started online.

What is follow up marketing? How can you use it? What type of businesses does it work for?

We're going to also look at some case studies of people who are using follow up marketing right now.

Now, I don't know if you've heard or not, but a **major online marketer** revealed recently in an interview that **he had tripled his online business using this one technique.**

So I'm very excited to share with you the things I've learned about using follow up selling and hopefully help you to create a follow up selling system of your own no matter what type of product, service, idea, or organization what you want to promote.

I believe follow up selling can help any online business, and I want to help you make that a reality.

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So take a good look again. I really do want to just emphasize the **income and time freedom**, because that's the name of the game – getting **both**.

You know, you can make a lot of money, but then you have to **trade your time** for that money.

And then you can have a lot of time off, but you're not really making so much money.

The key is to do both, so here we go.

What is follow up marketing?

Follow up marketing is a process.

It's not a one-time event, although you can **do the work one time and reap the benefits of that work for many years to come**.

It's a process, and the process consists of causing visitors to a website to ask for more information, sending that information to them **automatically over time** – and we're not talking about you responding in your email program or hiring someone to send emails on your behalf.

We're talking about a completely automated system.

My system is sending email right now. It will be sending email every day at various times of the day without me being aware of it. So the automation is what I want you to focus on.

And then third, motivating them to take the action you desire. After all, this is Internet marketing. **We're trying to sell things.** What we're trying to sell might be a point of view. We might be trying to sell someone on their getting involved with what we're doing. We might be trying to sell an actual product or a membership, but the bottom line is the same; we need to get them to take the action that we want them to take.

Now, here's a key question, and throughout the night I'm going to ask you **three or four key questions**.

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I want you to think about these, because the answer to these can really change your experience in the future.

The question to ask yourself now is this. **What do you want your visitors to do?** I'm willing to be a lot of you are saying, "I want them to buy something," and that is absolutely good. There's nothing wrong with that. We're in this business to sell things, but how do we get them to do that?

What do you want your visitors to do? Here are a few options. In the years that I've worked as a consultant and I've worked online for myself, here are a few things I've seen that people want visitors to their website or a website they promote to do.

Buy something right now. Well that's the obvious one.

How about ask for more information? That's a key.

How about this? Call you on the phone.

I spoke with a client two weeks ago who said that he was spending too much time making outbound phone calls. He was getting voicemails, and he was getting answering machines. And he was getting busy signals, which I didn't know still existed, but apparently they do. He was not getting callbacks, and when he did reach somebody, it was an irritant to them. "You're interrupting me. I'm having dinner. Don't call me."

What if prospects, what if people interested in your business, your product, what you're promoting **would call you on the phone**, so that instead of dialing that phone, you answer that phone? How cool would that be!

How about this? How about giving you a testimonial or using a Tell-a-friend form on your website which is super easy to do – you don't even have to know what html stands for to set these up anymore – and referring others to your site? That's called **a warm referral**. That's a wonderful type of referral. It's Joe saying to Jane, "I've looked at this site. I like it. I think what it has to say will help you, and why don't you go take a look too?"

How about something completely different? You know, I know some of you on this call and have worked with you and others I don't. I hope to meet you and get a chance to work with you and meet you

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either on the phone or correspondence. But I know that there's just a wide diversity of things that people want to get accomplished out there.

- Some people want to build a mailing list.
- Some people want to sell products.
- Some people want to sell leads.

There's just a wide diversity, so it could be something completely different.

I'll tell you this. In candor, in the years I've been online, **I've not seen a site yet that hasn't increased sales by putting in an effective follow up selling system.**

That's why I'm teaching this course. I can't consult with each of you one on one. As much as I'd love to do that, because I like to help people, I just can't do it, because like you, there's 24 hours in my day.

So I really thought about what should I do next as far as teaching, and this is what came to my mind, because this is what I teach my clients.

When my clients call me and say, "We want to hire you as a consultant. We want to work with you," or when members call and say, "I'm struggling. I'm not making money online. What can I do?" The first place I go is **the follow up selling system**, and it works. It just works across the board. It's wonderful.

Some ask "Why is a follow up selling system necessary? I've got a great website, isn't that enough?"

No, it's not enough.

Or they say "We've been online for a long time, and I worked really hard to write that sales letter. And we work really hard to make sure we get targeted traffic to our website, people who are already interested, not cold surfers who just stumble upon our site. We do article marketing. Aren't those things enough?"

No, they really are not enough.

Want to know why?

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WHY FOLLOW UP IS MANDATORY IF YOU WANT TO SUCCEED ONLINE

Here is a true fact. This is something that not many people will tell you, but it's true, and you can ask around if you don't believe me.

Even if you pay \$25,000 to one of these big time top sales letter writer people, and you get a sales letter written by a pro, **the best you can expect is about 5% conversion.**

Now, by conversion I mean people who come to the site who take the action you want them to take. They purchase the product you're trying to sell. **Five percent!**

Now here's the key question, and this might be **the most important question of the night** so please pay attention to this one.

Write it down. Think about it. Put your coffee down.

What happens to the 95% of people who don't buy?

What happens if you've got one of those websites that's converting 5% – and by the way, if you do, you're in the top 1% of all of the people on the Internet? I'm talking the big dogs, the big names. Their sites are converting 5%, 3%.

Sure some occasionally convert 8%, and for special promotions, a site can convert a higher percentage, but on **a day in and day out basis**, with 5% you're at the top rung of the ladder.

So I'm going to ask me key question again because it's that important. **What happens to the 95% of people who do not buy?**

They go away. That's what happens.

And what do we have to do? **We must remind them to return and give us a second look.**

Now why is this true? You know, in preparation for this webinar tonight I was doing a little research on the various ways that we can get reminded to do things. We're a nation and a people and a world of distraction. We live in a distracted society.

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Studies are being done now about how distracted people are, children are, in school, and it's hard for them to learn because their attention span is so much shorter than it used to be.

We are a multitasking generation. We live in a multitasking world. We get BlackBerrys, and we've got iPhones. And we've got iPods, and we've got watches that will remind us.

I mean, think about it for a minute. How many ways could you be reminded of something that you really absolutely had to do.

- You could write it on your calendar.
- You could put it on your iPod.
- Your iPod will remind you now.
- You could put it on your iPhone.
- You could have someone call you.
- If you use Google Calendar, it will send you a text message ten or whatever number of minutes you before you need to go to the appointment.

Almost **every electronic device** that we have, including our watch, will remind us with a friendly little beep, beep, beep, that we're supposed to do something. Why is that technology necessary? Well, it's necessary because we're distracted. We live in a multitasking environment. We're thinking about a million things.

I'll bet right now there are people listening to me reading email. I'll bet right now there are people listening to me cooking supper. I'll bet right now there are people listening to me and the TV is on. That's all fine with me, but it's an indication of a **lack of focus**, and that's one reason websites don't convert better.

It's so easy to just click, bang, go to the next thing, so here's a fact. And this is one of the things I would tell and have told my daughters as they enter into their business lives.

If you run a website and you want to sell things, you've got to have a follow up system that reminds people to return and give you a second chance. Very few people buy on the first time around.

Now, **why else** might a follow up selling system be necessary?

Well, we have to give them **reasons why they should do business with us.** This is very important.

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Do you know why sales letters are so long? I used to write sales letters for a living, and I still write them for myself and occasionally write them for clients. And I've been in many a heated debate between the long sales letters versus the short sales letter conversation. And you know what it comes down to with this? We a sales letter, you've got to write it long enough that you can hit all of the bases. In other words, you can **appeal to all of the many motivations** that people might have.

People need reasons why they should do business with us, and a follow up selling system can give them the reasons why they should do business with us.

Another thing about a follow up selling system is it helps them to **trust** us. This is so important in selling online. We must help them trust us so they will spend money on the products we promote and recommend, and of course, the "and recommend" part of that is the beauty of a follow up selling system.

You sell your primary product, and then you begin making offers that are targeted and tailored and gentle – we're not talking overwhelmingly beating them on the head – for products that you recommend that complement your product; products **your customer needs**.

They are going to buy these products from someone – why not you?!

But here's a thing that people forget online in this age of instant gratification. We live in an age where people send an email and if they don't get a reply back in 30 minutes they begin to get a little edgy about it. This is not like it was 20, 30 years ago. It's a different world now. People want instant gratification.

That's perfectly fine if you're selling information online, because that's what you can provide – digital download, instant gratification.

But here's the thing. The process of building trust has now become compressed. You get somebody to come to your website. **It's very rare for them to stay there more than three or four minutes**, so in that three or four minutes, you've got to get them to trust you. Well, that's a hard thing to do.

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I don't know how good a salesman you are, salesperson you are, but I'm telling you as a person who's sold all my life it's just really hard to do. It can be done, but it's hard.

That's why follow up selling works so well. When a person's heard from you five, seven, nine times, then they have an opportunity to begin to trust you. I've heard it said many times, and I'm not sure how scientific it is, that it takes seven contacts to sell something to someone online.

Well, that means seven visits to your website – **if** they remember to come back, **if** they can find you among the billions and billions of web pages, **if** they don't get an email from one of your competitors that tickles their fancy and they surf over there and buy.

Here's the key. **You want to be proactive about your marketing.** You want your messages going to them on the schedule **you** set, saying the things you want to say, **convincing them** that they can trust you, because now they can see more of you than they can on a sales letter.

Few people take time to read a long sales letter, but a short email or a card or another type of follow up contact can often make all the difference.

Here are a couple of more reasons.

We must develop **a relationship with them** so that they will communicate with us to let us know what they need. This is a powerful way to market online, and it's a wonderful way to use follow up marketing.

To use a follow up selling system to **do more than just sell** but to ask what do you need.

- What are you having trouble with?
- Where do you want to go next?
- What roadblock stands in your way?
- What tool do you need to get the job done?
- What confuses you?
- What discourages you?
- How can I help you?

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When we ask these kinds of questions, then **a door of opportunity swings wide open**, and that door is the door of opportunity to fill that need by creating or recommending products that do the job.

I am a living testimonial to this being true. I get phone calls and emails every single day where people are saying to me, "What kind of html editor should I use? What kind of advertising should I do? What kind of web host should I use?" The questions run the gamut, but they're asking the advice because they trust me and because I've developed a relationship with them over time by following up. You can do that. I'll teach you how to do that. **I guarantee you can do this.**

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Let's move forward. Here's another reason the follow up selling system is necessary, and I mentioned this earlier.

People don't bookmark and return as they did in the last century, and when I say the last century, I mean the 1990s. I came online a long time ago, and I've been working online since the '90s, and one of the things we used to teach and be taught was the buy, bookmark, or leave philosophy. You wanted to force that customer into buying your product, bookmarking your site, or leaving.

Well, my friend let me tell you something. That was back in the days of Netscape Navigator when bookmarking was a cool thing to do. Now we live in the day of Twitter. We live in the day of YouTube and Facebook. We live in a different day. Back then there were millions of websites. Now there are billions and billions of web pages.

I spoke to a fellow yesterday who is the programmer who takes care of our web hosts, and I was talking to him about one of his sites. He's got **14,000 pages** on his website. I'm going, "My goodness, Jim. How did you get that many?" "You know, I've just been building the site over five or six years, adding articles, important this, adding this, that, and the other thing." These sites didn't exist years ago. It crowds the marketplace. It crowds the world with pages. That's okay, but people don't bookmark and return as they did a long time ago.

And so **our job needs to be to follow up with them** and say, "Hey, please come back. Take a look. Here's a reason why you might want to consider my product," because **we've all got competition.**

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We must take the initiative. We must follow up with them. This is the key. I think of everything that I say tonight this is the most important thing I'll say. We must take the initiative and follow up with them. This is so important.

Now here's a question I'm asked from time to time. **Who can use a follow up selling system?**

I've had people say to me, "I don't know what html stands for. I don't know how to build a website. I don't want to build a website. I don't want to do these things. I want to just hire somebody to do it or hire a service." Well, let me, before I go forward, right now I want to tell you something. I use this phrase in my emails, and I think other people have used them too. Whether they've borrowed it from me or not, I don't know.

Whether you've been online 15 minutes or 15 years, you can create a follow up selling system using what I'm going to teach you in this course.

You can create a follow up selling system **without ever owning a website of your own**, without ever editing a line of html code, without ever writing a message.

Now, you can do all of those things too. I know I build my own websites. I write my own messages. But that is not necessary, so I want to assure you before we go forward, it's important for everybody listening to understand. **You can do this.** The reason I keep saying, "You can do this," is that I've worked with people who were brand new to the Internet and didn't know a thing about coding or PHP or autoresponders or any of that and helped them build [Follow Up Selling Systems](#) that are making them money today. And they did it without any technically knowledge whatsoever.

So I want you to really understand that. If you've got technically skills, hey, we're going to put those to use, and let's get going. **If you've got no technical skills,** then I'm going to share resources with you that you can go to right now, and you can create a squeeze page. You can create a lead capture system. You can create a follow up system today. I won't say in 12 minutes, but I will say today, absolutely. I've done it many times.

So who can use a follow up selling system?

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Small businesses and big businesses can and do use [Follow Up Selling Systems](#).

Work at home individuals like me – you know, I work at home. I always have. I've worked at home for I guess 25 years now, and I work alone. I have some people who work for me who are virtual assistant type people who for me, work with me is what I like to say, because that's how we work it, but I don't have employees. I don't go to an office. I'm a work at home individual, and believe me, it works for me.

Offline businesses and online businesses too can use [Follow Up Selling Systems](#). There's just no doubt about it. Professionals, it's **especially important for coaches and mentors**. Anyone who wants to train, teach, encourage, guide, motivate others, this is such an automated and beautiful way to do that. Doctors, attorneys, CPAs can use it.

My doctor who works right here in College Station, Texas, and is a great guy, a guy I go to church with, my doctor uses follow up marketing. Now, is he trying to sell me something? Yeah. You know what he's trying to sell me on is come back in and get that exam. Come back in and run that blood test. Come back in and let's check all your vital statistics, and he enters my information in one time, and then his follow up system reminds me to do that.

We bought a new car a couple of years ago and we get emails from the **car dealer** saying, "We think your car has got this many miles on it. If it does, it probably needs servicing, so we want you to come in and service. Keep it running like brand new, tip-top shape. Go out and check your odometer." And you know what I do? I walked out 20 feet and check my odometer, and say, "You know, sure enough, it's time for that servicing."

Local businesses can use it locally as my car dealer does with me. It doesn't have to be a national/international worldwide phenomenon. It doesn't have to be Internet marketing, join my business opportunity type of thing. **All types of businesses** can benefit from [Follow Up Selling Systems](#), and in the full course I'm going to cover a wide range of businesses and take any specific question from any particular business.

Nonprofit organizations use it very, very effectively. We're going to talk in just a few minutes about a case study with that. **Schools** use

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it very effectively to remind parents, to remind students, to remind teachers. The administration of the school uses it to remind teachers.

So who uses follow up marketing now?

Well, here are a few names you might recognize from the Internet:

- Ken Evoy, Site Build It
- Dan Kennedy, I think we all know him. Written many books that are considered by some and by many in fact to be a marketing genius, maybe the number one guy in marketing for small businesses.
- Frank Kern, a wonderful use of follow up marketing
- Jay Abraham
- Derek Gehl over at Internet Marketing Center
- John Reese
- Alex Mandossian
- Armand Morin
- Jimmy Brown

I could have made this list go on and on and on and on, but I tried to choose names where recently I've checked out their follow up systems to see how well they're working. I've subscribed to their information. I took a look at the content and the caliber of their messages and verified that they're using it very effectively, and by golly, they're doing a great job with it.

What about offline? Chrysler Corporation, you're going to see in just a few minutes an example of how Chrysler is putting an emphasis on follow up selling.

Abuelos Mexican Restaurant, I have to admit my favorite restaurant here in town. My wife and I went there a few weeks ago. We were presented with the check, and I'm reaching into my wallet and the fellow hands me a little slip of paper. I have a picture of this inside the members' are of the [Follow Up Selling Systems](#) – a little slip of paper saying, "Would you get on our e-list?" It's got your name, your email address, what did you like about it, what didn't you like about it. Sure enough, they start sending your special offers. They want you to cater with them. They want to cater for you I should say. They'll send you coupons, all kind of wonderful things. **That's follow up selling.**

Goodyear Tire Company offers an eBook that you can download on tire safety. They also offer information that you can get via email.

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Barnes & Noble, almost all smart retailers are doing this now. Offline businesses are flocking to this in droves, and it's not just email full year. It's all types of full year. Hugely profitable for them and that's why they're doing it. There are many, many more.

As I mentioned a moment ago, we're going to take a look at this Chrysler example. Who uses follow up marketing right now? One example is this. As the economy changed and there is less money for experimental marketing, wise companies return to what is proven and works, and that's follow up marketing.

Here's a headline from a story I read a couple days ago. "Downturn likely to curb auto ad experiments online. 'The coming year will be all about,'" I love this, "'**driving people down the funnel**,'" said Susan Thompson, director of media at Chrysler." As you can see by the arrow, that was published on December 8.

Now what is experimental marketing, and what is proven to work? I want to be 100% clear that I believe in many, many different types of marketing.

I own the [Directory of Ezines](#), so I'm very pro ezine advertising. I'm very in favor of publishing an ezine if you have something that you want to say. I have a blog, and so I believe in blogging. I do social media just like probably you do. So what I'm saying to you is that there is a wide variety of ways to get the word out about your product or your website.

But what I'm also saying is this, and it's really important to zero in on this thought. There are **foundational methods that are proven to work** time and time and time again, and until you've built that solid foundation, it just doesn't make sense to build the rest of the house.

It doesn't make sense to suspend money or time on unproven methods **until** you are doing all you can do with methods that you KNOW can work.

Sure they might create some traffic, and yeah, they're the next big thing. And ooh, it's so sexy, but you've got to have a follow up email system. You got to send out some cards. You've got to do some other things that are basic and fundamental and proven.

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Sometimes we bypass the familiar in order to get to the new and shiny when in actuality that familiar, that thing that's been proved for a long time to be effective is what really will work for us.

I know that was my experience when I finally got up off my backside and created a follow up selling system. It just incredibly enhanced the business we had. We were very blessed. We had been for a long time.

We have a very strong business, but **our business increased by \$100,000 in 12 months by putting six messages into a follow up system** – six! And the product I'm promoting, by the way, costs \$200, not \$2,000 or, \$5,000 or \$8,000.

THIS is what works in the real world!

- Drive people down that funnel.
- Get them in that system.
- Get them contacted on a regular basis.

That can include email, phone calls, direct mail and more.

We're not just talking about setting up an autoresponder and ooh, la, la, let's go on our way or creating some kind of funnel system that we've all heard about many, many times.

We're talking about a comprehensive selling system. It can have those elements, and it can be limited to two or three things or it can be much broader and eventually include other forms of contact. But the place to start – the #1 priority – is to get an email autoresponder system working that puts YOU in the driver's seat. A system that sells YOUR product (or any product you want to promote) 24 hours a day, 7 days a week **automatically**.

Now, here's the question you might be interested in.

How can you use follow up marketing?

That's the question I want to answer.

Here are ten ways.

Now, let me tell you, there are a lot of ways. Ten is not by any means the number, but I want to share with you ten most common, most

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important, and probably not in the order of their importance necessarily, because I don't know where you are, but these are ten ways everyone should pay attention to, ten ways to use follow up marketing.

METHOD 1 – CUSTOMER SERVICE

Absolutely use follow up marketing for **customer service**. If you have a product and you sell that product on the Internet, then the people who buy that product are consumers, and they need to consume that product.

I'll use myself as an example, because I can pick on me, and because I know my business better than any other business that I've worked with.

The [Directory of Ezines](#) is not an incredibly intuitive product. In other words, people don't say, "Oh, [Directory of Ezines](#), I understand exactly what that is. I have no questions about it." So when people purchase it, they need to know **how to use it** to their advantage. Before they buy it they need to know that, and I've got a follow up system for that. And after they buy, they need to know that.

Now, **the more they know about how to consume my product, the less customer service requests I'm going to get.** And since I pay people by the hour to handle customer service, the less expense I'm going to incur, and those are all real good things. Right? So if you use follow up marketing for customer service and teach people how to use your product, whether that's just the basics of it or the advanced or whatever you want it to be, then you're going to have fewer customer service questions, fewer refunds, fewer complaints, and that is an important aspect of running a business on line.

METHOD 2 – TEACH CUSTOMERS TO USE YOUR PRODUCT

Let's take a look at another way to use follow up marketing – **teaching people to use your product.** I said that partly in the customer service section.

Teaching people to use your product is not the same as customer service in this respect. If you have a product that requires specific instruction, a login, a way to search, software – often software for Google AdWords needs these how to use the product follow up systems, because the more you can teach a person how to use your

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product, the more they will use it. And because your products a good one, the happier they'll be.

The more referrals they'll make to their friends, and that's a good thing.

METHOD 3 – HELP AFFILIATES SELL MORE FOR YOU!

Here's another thing. **Help affiliates sell more of your product.** You know, affiliates are a wonderful thing. We've got about 4,000 affiliates at the [Directory of Ezines](#), and we just appreciate every single one of them. And we try to work hard to provide them with the tools and resources that they need to promote our product.

But we can't assume that they know as much about our product as we do, and so **we need to educate them to help them see how to sell our product.**

And the more we communicate with them, the more we say, "Hey, have you thought about this? Have you thought about doing blog postings? Have you thought about going into a forum and asking questions or talking about the direction? Have you added it to your email signature line?" Maybe you don't have room, but if you have room on your email signature line, we'd love to have a line in there.

You can really help affiliates sell more of your product if you educate them about the ways in which your product can be marketed and the opportunities to do so

METHOD 4 – COACHING AND TRAINING

Let's take a look at another one. Any type of training, absolutely **any type of training, coaching, mentoring, and encouragement** can be done.

I have seen this done and done it with clients so many times across so many different varieties of disciplines. I've seen real estate courses where people learn how to be realtors and then they go on to learn how to be brokers, and those messages are sent out over a span of time in a very automated way.

Any type of training at all can be done over the Internet, and that is follow up marketing. It might not be marketing in the respect that

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you're trying to sell something, but it is marketing in the respect that you're trying to satisfy a customer and build goodwill.

METHOD 5 – DELIVER AN E-COURSE

Let's take a look at another. **Deliver an eCourse.** You know these long sales letters we've talked about a couple of times? Very popular online – they are often 3,000, 5,000, 7,000 words. Sometimes if you **chop those up into pieces and deliver them as an eCourse** instead of or in addition to having your long sales letter, your sales will really take off.

That's what happened with the major marketer that I mentioned at the beginning of this webinar. He took his sales letters, divvied them up into little bitty pieces, put them in email, and started sending them out as eCourses.

A lot of people will take their product and they will condense down just the nuts and bolts of the product and deliver that by an eCourse.

There are a million ways to do it, and inside my course, the [Follow Up Selling Systems](#) course, I'm going to share resources where you can purchase **prewritten eCourses** that are very inexpensive.

I bought one just the other day just to test it out that was ten messages, and it cost me \$27. It was ten messages, prewritten about a particular topic.

The topic was affiliate marketing, and they were very well written messages, very persuasive, very systematic. One message built upon another. They called for action. **Less than \$30!** It was just amazing, so you can deliver an eCourse with follow up marketing.

METHOD 6 – BUILD YOUR NETWORK MARKETING BUSINESS

Another way is to recruit leaders in your network marketing or MLM business. You know, I've worked with a lot of people in this business as a consultant, and they are always concerned about recruiting leaders. They want people who have a following. That's not an easy thing to do necessarily. These people are already successful. **They need to be persuaded to come over to this person's team**, this person's company, and recruiting leaders in network marketing is very effectively done with follow up selling, not so much the entire

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recruitment process as much as getting the interest, and that's the hard part.

You know as well as I do that the hard part a lot of the times in these situations is to **get your foot in the door**. A well-worded message, a well placed card, the right gift, the right sentiment at the right time can absolutely turn the situation around and get your foot in the door so that you can have an opportunity to make your case to one of these leaders and recruit them into your network marketing business. A very effective way to use follow up selling.

METHOD 7 – FIND JOINT VENTURE PARTNERS

Finding JV partners is another one. You know, **everybody loves to do joint ventures**, and why not? Basically with a joint venture you're leveraging the value of someone else's mailing list. You're getting that person to send a message out to their list saying, "I recommend that you buy this product." That's very powerful, but how do you find these people?

Well, there are sites online that you can join, and you can pay a couple of hundred dollars a month to become a member of a forum or a community where people are actively doing joint ventures, and that's okay.

Sometimes it can be a little bit of a feeding frenzy environment, and sometimes it's hard for the person just starting out. They don't get taken seriously in these forums and these venues. But if you **include in your follow up selling system an opportunity for the people who are reading your messages to become your joint venture partner**, now you'll begin to get some interest in a very automated way.

It doesn't mean that you're saying, "Here's an open invitation. Everyone who replies will be my joint venture partner." No, no, you still have the right to screen them, to have criteria they must meet to say yes or no, but what a wonderful way to find a joint venture partner, someone who's read your messages, has gained your trust. I mean, you've gained their trust. They've come to trust you. They're interested in what you have to say, and now you're inviting them to participate in your business. That's a way to get a yes.

METHOD 8 – GET PROSPECTS TO CALL YOU!

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Another way is to get prospects to call you. I talked about this a little bit earlier. I won't repeat myself, but if you're making outbound phone calls right now and not using follow up selling to get people to call you, please consider making a change, because that **dialing for dollars program is just almost impossible to maintain.**

It just burns you out, and you really can get people to call you if you tickle their interest and create curiosity. Follow up selling can do that.

METHOD 9 – PUBLISH AN ELECTRONIC NEWSLETTER (EZINE)

Publish a newsletter. This is one of the ones I like the best, of course, because I'm in the newsletter business and have published my own ezine for six years now and love doing – well, ten years. I correct myself – for ten years now.

You can publish a newsletter and **completely automate the process** by using the same principles as a follow up selling system, and of course you are selling it. You're selling yourself as the publisher. You're selling your trust and your credibility, and then you get a chance to make special offers, a very important way to sell things online.

METHOD 10 – WARM UP COLD PROSPECTS

You know, so many people fail online **because they try to sell cold**, and by cold what I mean is the person hears about them on Wednesday, visits their site on Wednesday, and they expect or want that person to spend \$30, \$60, \$100, \$1,000 with them on Wednesday.

And that is hard to make happen, but when you've gained someone's trust, they know your voice, they want to continue hearing from you, and you say to them, "Hey, here's a special opportunity," some very powerful things can happen. So let's move on to the next.

This is the next question, and again, it's one of those key questions. I tried to think about the questions you might have tonight, and I actually solicited a few questions from friends and from some consulting clients and this is one of the key questions that came up. **Does it work?** I mean, you want to know, right? You're on this webinar right now, and you're thinking about taking a look at the course or not or you just want the free webinar. It doesn't matter, but

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you're here for a reason, and I think the reason you're here is you want to know does this work?

Well, here's what I'm here to tell you. **We know it works.**

I know it works, and I'll tell you the reasons I KNOW it works.

A major online marketer, as I've said, reported recently he tripled his online sales using this follow up. I won't tell you who he is only because I haven't spoken with him yet to say, "Hey, can I mention your name?" But **this guy sold \$50 million in products online**, and he said it in public, so it's okay for me to say it. I just don't want to use his name without his permission because I'd rather err on the side of caution.

But this fellow is a very smart man, a very accomplished person, and someone who I respect a lot, and he tripled his business with follow up selling. Just amazing.

I know it works because **major offline companies are using follow up marketing in increasing numbers.** You know, we heard yesterday I think it was or the day before the *Chicago Tribune* is going out of business, which is sad. They're filing for bankruptcy at least. I don't know that they'll go out of business, but we all know that online newspapers are getting hit hard, and the reason they're getting hit hard is that they haven't made the transition to selling advertising online as aggressively as maybe they should. It's a hard transition to make, but online advertising has really cut into the offline advertising budgets in the world, and there's good reason for that. It's very effective.

Follow up selling is a form of advertising. Major offline companies are jumping on the bandwagon. They're discovering that, "Wow, we can deliver these messages for a cost that just pales in comparison to printing something and sending it through the mail." They use it offline and online too.

Now, here's my story. I'll just say it to you very quickly.

I've used follow up marketing successfully a couple of different ways. I'll limit myself to two examples.

First for customer service, as I've mentioned, I joined the DOE, the [Directory of Ezines](#) in January 2001, and **purchased the company 18**

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months later. So you could say it worked for me, and this is one reason I love ezine advertising, article marketing, because it helped really turn my life around.

The previous owner, a wonderful person, but she had been bogged down business hundreds of customer emails each week and was overwhelmed. I say she felt overwhelmed. **She was overwhelmed.**

She had a very hard time keeping up, and when we'd talk on the phone – we spoke on the phone every day – and when we'd speak on the phone she would just feel so guilty about not being able to respond to email for weeks at a time because a backlog had built up.

Well, I noticed that new members had many of the same questions in their emails, and the refund rate she was experiencing, which was much too high, was related to confusion about using the [Directory of Ezines](#). Remember we talked a few minutes ago about teaching customers to consume your product, teaching customers to use your product? This is what I'm talking about. This is a real world example of that in action.

So we began to use follow up for new customers to offer an introduction to how to use the directory, and the number of customer emails just slashed. I can't recall the exact number because it's many years ago now, but I do remember this. **The number of refunds was cut by about two-thirds**; it just went down to almost none.

And today we still run a very low refund rate, in part I think because we're very responsive to customers, so when they contact us, we do respond. We work hard to satisfy our customers' needs and provide good value, but in addition it's because we follow up with them automatically saying, "Hey, did you know how to do this? Did you know how to do that?"

Here's another quick example which was **increasing sales**. That's two sides of the same coin. When you eliminate refunds, you're keeping money that you've earned. When you increase sales you're making more of it. So my goal at that point was very much to build revenue and to provide for my family, and so these two things, customer service and increasing sales were both very important to me financially, but they were also important to me just strategically.

I wanted to do a good job for customers, and I knew we could sell more memberships than we were.

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Ruth didn't have a follow up system for selling memberships to the directory. She had relied for many years on affiliates and on word of mouth.

So I began an ezine, because with the [Directory of Ezines](#), I might as well start my own ezine and write informative articles and be able to make special offers and things like that, find out what people needed so I can meet their needs.

But it wasn't automated in the beginning, and let me tell you, that was exhausting. I mean **exhausting**. It was very difficult. So after much too long a time – I won't actually admit how long I went week in and week out telling Sonia, "I can't keep doing this. I've got to find a better way."

But finally I saw the light and I took action.

And I put **six messages** into my automated ezine system. Six messages. Now they were good messages granted, but they weren't anything magical, and **in the next 12 months our sales from that one action of putting six messages in increased by \$100,000.**

Now am I saying that will happen to you? No, that would be foolish, because I don't know you. I don't know your situation. Can it happen for you? Absolutely.

Maybe more than that can happen for you, but there's no way for me without knowing your specific situation to say, "Here's what will happen. I can tell you this though. This is what happened to me, and this happened years ago, as my daddy used to say, "When \$100,000 was a lot of money." It's still a lot of money. We're so thankful for our business.

Six messages, 12 months later, our sales increased by \$100,000, and when I look back on the figures to say, "Okay, was this a bubble that happened. Did we introduce new products? Did we take on some huge super affiliate?"

I was interviewed by Alex Mandossian and I was interviewed by other people, and did that do the trick? What was it? It was a very steady, very steady increase of sales that continues to this day wonderfully, and we're very thankful about that.

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So **it wasn't a bubble.**

It wasn't a big product launch, because actually I don't do the big hyped up, salt your list, and get them hungry for it, product launches. I tend to create a product and tell my list about it, and you guys take good care of me. So it wasn't a huge, hyped up product launch.

It wasn't anything special. **It was just these six messages.** It was a wonderful experience and one that I hope happens for you, but I'll tell you this. This follow up marketing, it will absolutely change your life. It really will. It will absolutely increase your business. I've seen it happen time and time again, and I'm making a commitment to work with you to make sure that happens.

Let's move forward a little bit. **How does it work?** Well, there are many ways to follow up with customers, and all of them will be covered in the course, but I wanted to share a few with you.

The **top method is** email follow up using an autoresponder.

Now, I want to say something about this autoresponder right here, because it's important to understand what that is. Not everyone on this call knows what an autoresponder is.

An autoresponder is a service that you can subscribe to or a product that you can use on your own web host, if you have a webhost, where you can **set up email messages one time, and you can tell this robot when to send those messages out.**

It can be just about an infinite amount of time into the future, and you can say when a person subscribes to my system, whether they're asking for more information about my product or subscribing to my newsletter, whatever it is you want, I want you to send a message every third day to these people or once a week or once a month or once a quarter.

And that brings up a question actually that comes up very often which is **how soon after they subscribe should I send messages**, and how often should I send messages?

And I'll tell you that we're going to go into this in great detail in the full course.

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There are mistakes you don't want to make with this, and surprisingly **the mistake that most people make is to err on the side of not sending messages often enough.** And they become forgotten by their subscribers, so it's very important to understand that.

Here's another method, **a physical follow up** using a system like Send Out cards. I think Send Out Cards is one of the smartest companies on the Internet, and I believe they have a wonderful product that does a wonderful thing. And I'm going to have an entire section in my site dedicated to how to use that, because it's such a powerful way to do follow up.

If you don't know about Send Out Cards, let me tell you this. I will send you more information if you'd like, but I'll tell you this. They're a company that will actually send out a physical greeting card and more.

I received some brownies from a friend through Send Out Cards when I wasn't feeling well. It's just a wonderfully automated way to send a physical greeting card or some other items. There are gifts you can send. There are a lot of things you can send, and they have so many to choose from. And it's a way to do that in a very automated way. In other words, if I discover what your birthday is, which I don't ask on any of the information that I ask of people, because I don't want to get too personal, but with consulting clients and with some lifetime members that I've gotten to know, I know when their birthday is.

You can set up a person's birthday in Send Out Cards, and every year, they'll send them a card right on time. You can send Christmas cards, Hanukkah cards. You can send Groundhog Day cards.

One of the articles I wrote many years ago that's received maybe the wildest popularity, I'm not sure, is called "Happy Groundhog Day." And it's an article that teaches people **how to use special events and holidays to market as opportunities to market.**

You know, everybody thinks about having a sale on Valentine's Day, and that's right. That's good. But nobody thinks about having it on St. Crispin's Day or whatever. So Send Out Cards is a wonderful company that can send a physical product to people for you for an incredibly low cost, just an amazingly low cost, and they do it like clockwork. It goes out in your own handwriting, just incredible.

Phone follow up – now here's something. We were talking earlier. We've spoken twice tonight about phone follow up and **outbound**

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calling being a hard thing to do, and it is hard. Isn't it? It really is. I used to be in the insurance business, and we had to make just hundreds of calls. And it was tough to hear no over and over again, not being able to connect with people, to be rejected over and over again.

But you know what? There was a fellow in our office that loved to make outbound phone calls. His name was Herb. I'll never forget him. He was a great guy, and he loved that phone. He would sit there and just crank out the calls. This guy could do 150 phone calls a day. It was just amazing he could actually talk to that many people. He was happy to speak to people.

It was fun for him, and so it didn't take us other sales guys very long to figure out that we could pay Herb to make calls for us, and we wouldn't have to make them ourselves. He'd make them into our territory. He'd set up appointments for us to go out and demonstrate our products or to do a fact finding call. And looking back on it, I didn't realize that that was probably my first experience with the idea of using someone else to make outbound calls for me.

But you know **there are virtual assistants now on the Internet who love to do these types of marketing tasks**. They're cheerful. They're energetic. They're enthusiastic. They'll follow a script you give them to the letter, and they're pretty inexpensive. They really are.

There are phone banks that will make calls too. I'm not a big fan of phone banks because I tend to think that they're too aggressive, but you know, there are a lot of ways to get the job done, and that's why I put together an entire course, not just to do one little report or send out a series of a few emails or do this one webinar. The reason I'm doing so many of them is there's so much to say about this. There are so many ways to do it, and it's just a wonderful result you get when you do it well.

Now why does follow up selling work? Why does follow up work? It's a valid question. Here are a few reasons.

It gives people time to trust you. I said this earlier, but I want to just revisit it for a second. It takes time to build trust, and this is one of those things that can't be compressed no matter how much we want to compress it. It takes time to build trust.

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How many times have you taken out that credit card and started to order something, and then, no, that still small voice said, "No, no, I'd better not do that now," and then you backed away. It's because you didn't have trust. It's because you didn't know that person well enough to trust them that if something went wrong they'd return your money. If something went wrong, they'd help you out. That if the product didn't work as advertised, they'd honor their commitment. Trust takes time.

Follow up marketing gives you the time to build trust.

It lets you make many arguments as to why you should buy. I really want to talk about this for just one minute, but I want to say this is one of the top five most important things I'm going to say tonight. So take a listen.

A long sales letter can do this too, because it hits a lot of different points, but most people don't like reading long sales letters. In fact, uniformly when people talk about it in forums and blogs, what they say is, "I don't like these long sales letters. Why do these people have to make 5,000-word long sales letters?" Well, the reason they do it is they have to plan for every possible contingency.

Some people might be motivated by a promise of gain. Some people might be motivated by a fear of loss. Some people might be motivated by the idea of prestige. Some people might feel uncomfortable that they're going to jump in the water first, so we've got to load them up with 50 testimonials. I saw one the other day that had 82 testimonials. Who's going to read that? But I understand the point. You've got to build trust.

Well, here's **the wonderful thing about follow up selling.** Because in your follow up message no matter how they're delivered you can focus on one particular point about your product, you have an opportunity to really work that point, really elaborate that point, and when the day comes, and it will, that your prospect receives the message that elaborates and makes the point that they're interested in, you'll see response rates skyrocket, literally.

There are some messages I send that just fall flat, and I know I'm a pretty good copywriter. But there are some messages I send that, you know, with an individual person just fall flat. And there are other messages that just hit the mark, just hit the bull's-eye. Why is that? Well, I don't know. All I know is how to describe my product, how to

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persuade people, you know, talk to people about buying my product, the reasons that will benefit them, but I can't possibly know of the hundreds of people who come to my site every day, and it's probably thousands if you look at my other sites, of all of those people it's impossible for me to know what their need is, what their motivation is.

So what do I do? Well, I have to make my sales letter as comprehensive as I can, but I discovered a few years ago that if I send them emails and **if each one of those emails is about a specific benefit that my product can give them**, that that becomes even more powerful than the sales letter.

Okay, why else does it work? Well, **it reminds them to return**. This is huge. I mean, as we've said, billions of web pages, not enough time. We TiVo things now, right, so that we can watch them later. Well, why is that? Because we're busy doing other things, and it's not just taking Johnny to soccer or playing golf. There are just so many opportunities to do things now, so many things to do – 500 channels to watch, all types of civic activities. People are busy, busy, and busy. **We've got to remind them to return**. We just have to do it.

We can **create urgency that causes them to take action**. This is very important. Follow up selling is really good at creating urgency, and let me tell you, not that false kind of urgency where you see the thing that says there are two of these packages left. We're never going to sell it again. You know, all this kind of hyped up stuff. I'm **not** talking about that kind of urgency.

I'm talking about the kind of urgency that draws them toward something better, draws them toward something higher, draws them toward what they want, not something that puts fear in them. And I'm going to, in the course that I'm going to teach, I'm going to talk in detail about how to create that type of urgency in these follow up messages.

But whether you take the course or not I want to say this to you. Start adding urgency, not false urgency, to your messages and watch what happens.

Now, consider this. Here's one of the top four or five things I'm going to say tonight too. This might be in the top three.

Only automated follow up can provide the income and time freedom you want.

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Now, I've had people say to me as I was preparing for this course, other marketers who I respect, "Well, pay per click is automated. I just tell Google, "Don't take more than \$100 a day or \$50 a day or \$1,000 a day whatever it is. Just run my pay per click campaign, and when you get to \$50 a day, stop." And they'll stop every single time, and I don't have to touch it."

Well, that's true and not true. Pay per click is not automated in this respect. First of all, **your bid is going to change**, because competitors will come attack your keywords. It's a very competitive business. If you've tried pay per click, you know what I'm telling you is true. Your competitors will come and try to outbid you, so your bid has to change. You've got to login there. You've got to change that bid. **You've got to keep up with what other people are doing.** You have to change your bids, and you have to monitor that. So that's not exactly automated.

The other thing too is that the effectiveness of certain keywords changes. You know, for us with [Directory of Ezines](#) it happened. We used one set of keywords for quite some time, and then that set of keywords just wasn't being searched on as much as it used to be. And a new set of keywords was necessary. That took time.

And of course, with pay per click, and believe me when I say this, and I want to be very clear, **I'm a huge fan of pay per click**, huge. I love pay per click. I use it every day. I use it for every product that I sell. I use it for every consulting client that I work with, but it's not "set it and forget it."

And you pay for every click, so you have these huge **ongoing costs** for every action, a big cost per action, but with a follow up selling system, you can set it once and forget it, because those emails, those messages, those cards, those phone calls, it doesn't matter how you set it up, those faxes. You can do that.

All of those things are going to go out in a very automated way, and you're not going to touch it anymore. And in some cases you have zero ongoing cost, and in all of those cases you have a very limited and manageable ongoing cost, not paying every time somebody clicks the thing.

So nothing wrong with pay per click, but it **pales in comparison** to follow up selling with email.

So **how can you build a profitable follow up selling system?**

That's another question that I thought you might have. **Will this work for me?**

That's what I want to know when I go look at some product. I want to know will this work for me? So how can you build a profitable follow up selling system, because a lot of people have tried to build a follow up selling system, put a few messages in an autoresponder, and that hasn't worked out too well. But it can be done, and it's not hard to do once you know what to do. Anybody can buy an autoresponder. Anybody can buy private label articles. Anybody can build a squeeze page. Anybody can hire a ghostwriter, yet people still struggle to create a profitable selling system.

I want to tell you right now that **what my course is about is a profitable selling system.** That's the name of the game, and here's the reason why they struggle. It takes a complete system to succeed with follow up marketing. This is very important. Please write this down or put it in your memory. **It takes a complete system to succeed with follow up marketing.**

Ask yourself this - If a person came to your website and spent five seconds, would they probably buy something? No. But if they came to your website and they spend five minutes, might they buy something? A much higher likelihood.

Now what if you could create a situation where they came to your website and they spent 20 minutes there? Well, they'd have **a lot of time to digest and to consider and to balance and weigh everything you've said**, because they would see the complete picture.

They'd see the whole picture.

Well, just like that, this system requires completeness. **It requires a complete system to succeed with follow up marketing.**

People who say, "Well, I've got an autoresponder. I put five messages in it. I didn't make any \$100,000. This doesn't work for me," are, I'm sorry, uninformed. They're incorrect. Granted it might not have worked for them, but that's because they weren't using **a complete system.**

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A complete system considers more than just how do I deliver messages? How many messages do I deliver? How long should those messages be?

No, no, a complete system considers what is the competition doing, and how do I write these messages? What do I say? What are the benefits of my product? Why should somebody buy from me? On and on and on we go. Too much to say here, but a complete system looks at every angle, considers it, and then we build that complete system with knowledge of what we're doing, with knowledge of the marketplace, with knowledge of the competitive landscape, and now that complete system can work.

Let's talk for a minute about the seven building blocks of the follow up selling system, because I want this call to be not about buy my full course, although I'd love for you to do that. But I want it to be information you can take away today and do something with.

So I'm going to give you **the seven building blocks of a follow up selling system**. I'm going to speak briefly about each one, but I'm going to talk to you about the importance of them, because this is key information.

First you've got to have **the right way to ask them to sign up**. The guy at Abuelos did a great job. He didn't say to me at the beginning of the meal, "Hey, get on our email mailing list, because he knew we were hungry. Our focus was, "Hey, let's get lunch." But at the end, he brought us a check and said, "By the way, would you do this?" That's the right way to ask in that environment.

There are right ways to ask, and there are wrong ways to ask. There are many right ways to ask happily, so you have to have the right way of asking them to sign up. You can't bully them. You can't badger them. You have to woo them.

Next you have to have **the right follow up methods**, and I say methods, because it's not one method as we've talked about. There are many ways to reach out and touch someone, as the old AT&T commercials used to say.

You know, today we have text messaging. We have blog postings. We have email, of course. We have phones, of course, but we have faxes. We have all forms of communication, and there's no way for

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me to say right now what follow up method is right for you, but when I know you and know what you're promoting, then I can say, "Hey, these are the methods we want to use for your product, and you'll learn how to choose the right methods for your product."

I don't use every method for any of my products. There is not a product I sell today where I use every possible follow up method. Have I tested them all for all of my products? You betcha, but that testing has revealed, okay, in this case, email is the most important, in this case sending a fax, in this case doing something else. So you've got to know the right follow up methods.

The right follow up message is number three. Now what do I mean by the right messages? Well what I'm talking about here is content. What do you say? How do you say it? What is it that you're going to say that's going to persuade that person to take action, because you see, this is what I call next action marketing.

I read a book by a fellow named David Allen called *Getting Things Done*. I'm telling you this book changed my life, and it took me a long time to begin to understand his organizational time management system, but it comes down to a few things. And one of those things is called the next action. What is the next action you can take on a project?

Well, in a similar way, **we're trying to define the next action you want a prospect to take based upon them getting your follow up system.** And the messages are how we're going to do that – the frequency of the message, the content of the message, and the tenor of the message. Is it challenging? That can work. Is it questioning? That can work too. Is it persuasive? Is it discouraging, encouraging? How do we do it?

There are many different methods that we can use, but what do we say?

- How often do we send a message?
- How long should the message be?
- Should it be plain text or html if you're sending emails?
- If it's a fax, should you use a letterhead or no letterhead?

There are a lot of different ways to do these things, and the right follow up messages are one of the keys.

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Next are the right offers. If you make the right offer at the right time people will buy it. That's salesmanship 101, right? Everybody knows that. Make the right offer at the right time. People will buy. But how do you make that right offer? How do you know what's right for them? Well, the wonderful thing about follow up is that you don't just tell them, tell them, and tell them, because selling is not telling.

Selling can be telling, certainly. We have to describe our product. We have to describe our offer. We have to be elaborative, and we have to say here's what's in it for you. Right, this is a big thing. Now what's in it for me?

But it can also function to **ask people what they need.**

Now you can use an online service like the Ask database, a wonderful product. You can use a form generator like Joel Comm, I believe it was, just came out with. I can't remember the name of this one, but I'll make sure to include it when I send you a follow up email. It's a really great product. I bought it, and I'm using it on some of my sites.

There's a million ways to ask people what they need, and when you ask them what they need, then you can send them the right offers, and believe it or not, you can do that in a very automated way.

The right timing – this has to do in part with how often do you send the message. It has to do in part with what days do you send a message on. You know, there was a report released some time back that was completely and utterly unscientific that said, "The best day to send messages is Tuesday." Well, that's true for some products, but did you know that for other products Tuesday can be the absolute kiss of death?

The right timing includes not only how often do I send this person a contact, how often do I contact them, but in addition to that when is the right season to contact them, **what day of the week**, what hours of the day, what months of the year. There's a lot that goes into the right timing. I'll teach you how to do it.

The right traffic sources – oh, everybody loves the idea of getting more traffic, but **what if you didn't need more traffic?**

Let me ask you this. If you've got 100 people who come to your website in a day or a month or whatever the period of time is, and

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you're selling one of them now and you could start selling three of them tomorrow, then would you need a lot more traffic?

Sure, we all want more traffic, but I think the key to success online is in part making the best use of the traffic you do get. Knowing how to get it is important, but once you start getting it, knowing what to do with it really matters.

And I know a very few people who get no traffic to their website. Sure, there will be some, and there may be some tonight who get zero traffic, and we're going to address that. **We're going to fix that.**

But very few people I've worked with over the years get zero traffic. Some get very little traffic, but the key is to capitalize on the traffic you get and the traffic sources. Where does that traffic come from?

Let me give you an example, maybe something you can take away of value tonight. You're probably familiar with the WarriorForum, right? It's the biggest Internet marketing forum ever, run by Allen SAYS. It's been online for a very long time.

Well, if you go in and you post messages and people see your signature line, and your signature line says, "Lose weight now. Ask me how." I don't know. It says something, and 100 people from that forum posting that you make click that link, then that's one source of traffic.

Now, let's compare that to another source of traffic. Let's say that you join one of these autosurf programs. There's nothing wrong with them, but it's one of those you surf around for traffic programs, so every 50 websites you view, they show your ad one time, and people click it. So the people who are clicking your ad are primarily people who are also doing this surfing around for clicks.

Of those two traffic sources, which one do you think is better, the people who are clicking around so that their ads can be seen, they're working to get their ads seen, or the people who are in the forum having a discussion about a topic they know or are getting information they need from people they trust?

Which one of those two traffic sources do you think is better?

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Well, clearly it's the one from the forum, but you see, **a lot of people spend a lot of their time and money going after the wrong sources of traffic.**

We've got to identify the right sources of traffic and get your message in front of those sources. That's the name of the game. That's what we've got to do.

Now, **the right long-term strategy** – this is my last point on this, and it's an important one, because you want to get busy about building a follow up system, and you want to get busy about doing that right now today. No doubt about it. You've got to get started. It's really important to take action, but at the same time, it's important to develop a long-term strategy.

What do I mean by long-term strategy? I worked with a client not long ago who's got a bunch of these AdSense sites out there, you know, these sites where you put in 100 articles that are all about fishing so that you can display ads that are contextual, and Google will pay you whatever they decide to pay you for displaying those ads when people click. It's the other side of pay per click. It's the part where you're supplying the eyeballs instead of Google supplying them.

Well, he didn't have any [Follow Up Selling Systems](#) on any of these sites. I said, "Hey, **put a form on these sites**, man. Let them get all 100 of these articles by email." Now this is an ongoing marketing experiment that's happening right now. The jury is still out, but I'll tell you this. It costs him nothing to do it, except a little bit of time. It did take a little bit of time. He already had an autoresponder. In this case, I'm talking about email only.

I said, "Look, take each one of those 100 articles. Load them up in an autoresponder. Send them out every three days, and at the top of it before they see the article, put a seven-line ad that says, 'This article sponsored by,' and **start putting your products in that spot.** That's all you have to do. To load 100 articles into an autoresponder and to do these ads is maybe a day's work. I don't know, maybe less. It depends upon how quick you are.

Can you imagine the marketing power he's got now versus the site where people are floating around, reading articles, maybe clicking a link or not?

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He didn't do away with AdSense ads. I doubt seriously that his AdSense revenue is going to go down at all. In fact it might – it probably won't go up, but it won't go down. But can you imagine how his revenue is going to be impacted on that one little baby idea. Put those articles in an autoresponder, and at the top, just seven lines. "This article brought to you by," it's the first thing they see when they open the email, a wonderful long-term strategy.

He sets that up one time. It's going to run for years and years and years. Never have to touch it again. So these are the types of strategies I want to teach you.

Now, let's talk about this. I'm going to show you a few sample pages using follow up marketing. These samples illustrate some of the ways you could use a squeeze or lead capture page.

Now, let's define what that is first, because the term "squeeze page" as I recall was coined by Jonathan Mizel some years ago, and everybody uses it now like it's their own. So that's fine, but a squeeze page is a page that has a headline, a few bullet points, in some cases, and a form. And people have to fill in the form to learn more. You're teasing them into filling out the form. Some people call that a lead capture page.

They've even come up with a bunch of iterations on the name squeeze page of forced squeeze and optional squeeze, a post and a pre, and I love all these terms.

But basically a squeeze or lead capture page, you've seen them 100 times. You've probably filled in a lot of these forms. It is a page you come to that has a headline, some teaser text, and then a, "Subscribe here for more information." I'm going to cover all of these in the full course. I'm going to show you just a tiny sample tonight of what I'm going to show in the course.

Now, here's a general opt-in for a business opportunity squeeze page.

This is actually a pretty clear, pretty clean squeeze page. "Could you use an extra \$500?" Well, yeah. "I'd love to show you how you can take a part-time effort and turn it into thousands each month," and then, of course, they come with the bigger offer. "How about \$10,000 per month?" Well, I know a lot of people who are doing that. This is not an outrageous claim.

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Today there were some emails that came out with this huge outrageous number that is just so big it's almost hard to believe. This is not one of those. This is just a simple basic claim for a business opportunity. "I'll send you the hottest opportunity available, 100% legitimate work at home."

Now, they're hitting all of the marks. They get an A+ for this. They've got a graphic, a little bit of eye candy as it's called, a good big headline, a couple of little subheads. They've got a form that includes some fields that you need to fill in, a button that doesn't just say submit, but it says "Send me my free gift and home business opportunity." And at the bottom they're clearly saying, "We're not sending you junk mail. We're not going to hammer you with offers. You can leave with one click of your mouse."

The only thing they didn't do right in my opinion is they didn't indicate which fields are required. I always like to tell a customer which fields are required. Otherwise this is a very clean, very beautiful opt-in page for a general business opportunity.

Next we have what's called a forced opt-in after the download.

Now we're talking here about how to get people onto your mailing list, how to get them into your follow up system. This is a great product, Blog Talk Monitor. I've downloaded it and like it, but they're using a particular selling method which is very valid, and that is that you go to their page and you don't have to fill out anything to download their product. But to use it, you have to fill in your email.

Your requirement to register and run Blog Talk Monitor is your first name and primary email address. Nothing wrong with this. This is a very valid and legitimate way of marketing. It's just a different type. It's a forced opt in, so you have to do this in order to run the product, but it's done after the download.

So that's another method. I'm going to give you seven or eight.

Here's an optional opt in with free membership offer. Now, I didn't get to do the entire screenshot on this, but this is President Elect Barack Obama's website. President Elect Obama did an incredible job of using the Internet. Like him, don't like him, I'm not talking about politics. I'm talking about the effectiveness of his marketing and his marketing team about using the Internet.

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These guys and gals collected three million email addresses in a very short period of time, and as we all know, they collected a huge amount of money, huge, so much so that he went with private financing instead of public financing, so it was just a huge difference.

Well, he's using here or they're using what's called an optional opt in, so you don't have to opt in to use the site. You can contribute, buy a t-shirt, find an event in your area, and sponsor an event in your area. There are a lot of things you can do, but if you opt in, it's a free membership offer.

And you see the little arrow here that I've drawn that points to this bar. Well, in this bar, if you did fill in your email address and zip code it would refresh and it would say, "Now tell us your name and now tell us your this or the other thing." I can't remember the exact routine. I think it was your birth date. It wasn't anything highly personal, your social security number.

It wasn't any of that type of thing, but it was a very, very smooth way to get people to enter more information, because they were only asking for two pieces at a time. This one, and this one. And then once you fill those in it refreshed.

Every page on the site that I visited before the election had this offer to opt in by creating a free account, and those three million people that he's got, they all created that free account.

Now, you know it's very easy to create a situation where you can offer free accounts on the internet. One way to do it that's super easy and totally free is to use a WordPress blog. You can use a WordPress blog or a Blogger blog, and you can create a password-protected area to deliver particular content so people have to join your site in order to get the password. Right? It doesn't cost you anything.

You can put it up there, write articles, bring in private label articles, rewrite them, and create unique articles from that. There's just a million ways to do this, so this is optional opt in with free membership offer.

Now, here's one that my friend Frank Kern uses, a forced opt in with scarcity, and I say my friend, Frank. I like him. We're spoken on the phone a couple of times. We don't know each other that well, but I do admire the way he markets online. It's not everybody's cup of tea,

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but he knows how to use video like nobody's business, and he does very well with his products.

So this is a forced opt in with scarcity. You can't get more information. You can't see his sales letter, no, no, no, without giving up your email address, but you'll notice it says, "Mass Control is currently sold out." So there's the scarcity part. It's legitimate. It really is sold out. It's not for sale that he's just hiding it or you have to have a coupon code.

He really closed the doors and quit taking customers for a while. So that's a legitimate scarcity. Nothing wrong with doing that. That's his choice, but he's forcing you to opt in to learn more, and of course, he's going to send you a number of emails, and they're going to be very good.

Here's a little technique that I'm going to teach and that a lot of people are using now which is to just ask for the email address. A lot of people, we saw a couple of slides back, that some people are asking for all kind of information. Here Frank is saying, "Just give me your email. I'll send you the information." So that's a good strategy.

Here's another one. This is Armand Morin's site – incredibly talented Internet marketer. He's using an interesting mix here. It's a forced opt in, so you've got to give him your name and email address in order to get information about his product. In this case it's Ebook Generator.

But if you go to any of his generator products, you'll see they all do the same thing. But he's using an interesting mix here. He's got a little bit longer squeeze page. He's got his form down at the bottom, and you see here that he's using audio. Now this audio will auto play, and interestingly all of these links except for customer service will pop up a window that says, "Fill in the form to learn more."

Why he's done that, I don't know, but I'm sure he's tested it. This audio auto plays, which is interesting, because Armand is obviously very comfortable in front of the camera.

But in order to get the video, you've got to fill in the form.

So he's using a combination of things. He's using **email to follow up**. He's using **audio** to get your attention and the promise of a video to

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get you to go ahead and fill out the form. It's a really smart approach, and he talks about the key feature here. So it's a good opt-in form.

Here's another one. This is a forced opt in with video. It's very popular these days. Ryan Dice, Frank Kern, a lot of marketers use this. This I just received today. I just saw this site for the first time today. I don't really know anything about it other than the fact that they did a very good job with their website. This is the entire website. What you see is what you get. I think he's got a little disclaimer down here I didn't copy, but basically it's a great looking site.

I intend to join up later tonight and take a look, but this is a video which of course can't be playing right now, but if you go to the site you'll see it play. And it's a video, a forced opt in. In order to get more information, you have to fill in this form. It's a very valid way of marketing, a powerful way to market.

He's got a little bit of proof down here which doesn't really tell you anything other than throw out some pretty big numbers, but it's a pretty good opt-in page.

Now here's one that you've probably heard about today, Arbitrage Conspiracy. This is a forced opt in with video, as was the last example, but this also has some bullet points. You see these bullet points down here. I know they're small and you can't read them, but you can go to the site if you want to read them.

The point is he has one, two, three, four, five bullet points. That's about all you want to use, and then he's got his video and his form. It's a beautiful site, very elegant. He's got a picture of his book here, so it's a very effective opt-in page. I understand it's converting quite well.

Here's a close up of the video and form from that same site so you can take a quick look. The video auto plays as I recall, and of course one of the things we talk about in the course is that if you use audio or video do you have it auto play or do you have it not auto play.

All right, now we're just about done, and here's what I have to say.
The opportunity is real.

Follow up marketing works. The choice is yours. If you want to succeed online over the long term, you will end up doing follow up

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marketing. Everyone who succeeding online now is using follow up that I know of.

I took a look at these different lists of the gurus as they call them from the very conservative people to the really hyped up people, and everyone that I looked at, every single one, was using follow up.

You can begin using follow up marketing today. There's just no doubt about it. You really can. And if you begin using follow up now, you'll put time on your side. So remember this. Anybody can buy an autoresponder and load up some messages, but it takes a complete system to make big profits with follow up.

And I will teach you how to do that.

Will you succeed with follow up marketing? I really want you to, and I really believe you can, and I'm committed to working with you so that you do. Now, here's my offer.

You will get **INSTANT ACCESS to all the video lessons** inside the Follow Up Selling Systems member area.

You get **audio** from each video in case you prefer to load up your MP3 and not watch the videos.

You get the full written transcript to each video. It's searchable. You can print it out. You can highlight it. You can mark it up for each of the webinars. You'll get downloadable audio of each webinar.

Now, it's important to recap those three, because I'll tell you this.

- Some people love video, and some people hate it.
- Some people love to read, and some people don't like to or can't.
- Some people love audio, and others could care less

So I'm delivering each module in each of those formats so that you can consume and review the information in the way that you prefer to learn.

In addition, you'll automatically have affiliate status which means **you will earn almost \$100 for every seat you sell**, and here's what I didn't write down.

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Our affiliate program is run by Clickbank, the most trusted affiliate provider online. You will be paid like clockwork!

I'll do the selling for you.

You drive people to my squeeze page which you went through in order to get here, and by the way, that page converts huge. I wasn't able to get the numbers put together for tonight, but it was just startling. You know, everybody says, "Don't use verified opt in. It will kill you. Verified opt in will kill you."

As you well know if you're listening to me right now, I use verified opt in, because that's how we keep the spammers at bay. And we have an over 90% experience with people verifying their email address. Over 90% of the people who fill in the form verify their email address.

I'll teach you how to do that.

You'll get a personalized replay page.

Here are two offers I've never made before. Here's what it is. You get a personalized reply page of this webinar, what you're listening to right. I'll put your picture on it if you have one. I'll put your name on it.

I'll put a link to your website and a little paragraph of text, and you can give it away or sell it.

You can send people to this page, and they can listen to this entire webinar at no cost, and you can sell it if you want to, or you can give it away. It's a tremendous build a list. If you have a list-building mechanism and you want to put an opt-in form on that page, I'll do that for you. That's not a problem.

In addition, **I'm giving a branded PDF transcript of this webinar** with giveaway rights. Now, you can give that away. It's going to have every word I've spoken tonight except, happily they'll clean up little mistakes that I've made. It will be a PDF that's printable. It's searchable, and it will contain your affiliate link to the course.

So you can **take this PDF report, and you can give it away**. You can sell it. You can sell it on eBay. You can do anything you want with it, except you can't break it open and change it. That's all I ask.

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But you can sell it, give it away, do whatever you want with it, distribute it as broadly as you want, and **it's a piece of viral marketing that will work for you.**

It will drive people with your affiliate link to my squeeze page, and when they buy my products, you'll get paid.

So I want to emphasize that I've never done that before.

Now you also get lifetime alumni status which means when I teach this course again next year, and I will, you'll attend it for free. Now, there's one thing that I haven't included on this page, and I want to say it to you right now very carefully.

This offer is only for the first 1000 people who order, and our ordering process has been open for a little while now. So we've got people who've ordered. So this special offer page will come down when 1000 people have ordered.

So I'm sorry to limit it to that number of people, but I'll tell you these things take a lot of time to do, and we want to make this offer to you and hope that you take us up on it and hope that you enjoyed this call tonight.

I really do hope that you enjoyed this webinar tonight. I've had a great amount of fun, and I want to take a look and see if there are any questions, and then we'll be wrapping it up for tonight.

Now you should have been able to include questions if you wanted to, and I'll see if any came in since the last time I answered a few questions. I've received a few compliments. I appreciate it. I must be doing a pretty good job, because I'm not getting too many questions asked which I like. That's a good thing. It means I'm being thorough.

So I think what we'll do is we'll go ahead and end for tonight.

I really want to thank you for being here. I appreciate very much your time with me tonight, and I appreciate very much you spending this time with me. I know that there are many things that you could have done. So please consider this offer. I really believe it's a good one.

I believe that this branded PDF and personalized replay page will be durable pieces of marketing for you.

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Follow up selling has worked for many, many years online. It will continue to work for many years to come, and **this course will teach you skills that you need to succeed for a long period of time.**

And I believe that these two items right here will be important pieces of your marketing system for some time to come.

This is Charlie Page. I appreciate very much you being here, and I hope you have a great night.

SPECIAL NOTE FROM CHARLIE

If you like what you read here you will love what you find within the member area of Follow Up Selling Systems. Please use the link below to watch the entire Overview webinar or, better yet, become a member now and let me help you build a follow up system for you that will yield profits for literally years to come.

[Click here to learn more now](#)