

Don't Waste Your Web Traffic! Today's Visitors Are Tomorrow's Buyers!

Your website or blog gets some traffic each day. Maybe just a few visitors, maybe many. Some will make a purchase directly from your site, but let's face it, most just click and move on. That's a waste of precious traffic and potential customers!

Nip your traffic leak in the bud!

How? Simply offer your visitors a free product in exchange for their email address.

The freebie can be anything that can be downloaded immediately, like a report, an ebook, a newsletter subscription or even a piece of software. Just make sure it's related to the products you are selling and the theme of your website or blog.

Where do you get the freebie?

You can download it from PLR (Private Label Rights) websites for free or a small fee. You can have someone write it for you for a price (usually around \$25 - \$50 per report) or you can write it yourself.

Don't panic! It's not that hard to grind out a short report (remember they're not paying for it, so it doesn't have to be long or thorough). Just do some research in the topic area of the report or read some articles on the subject.

Then, without plagiarizing, write a short 200-400 word report in your own words that gives your reader something of value. Preferably just a taste of a solution to one or more problems related to the product you are selling. Then, offer your product at the end of the report. That's all there is to creating your own report or ebook.

Hint: Write your report in Google Docs (<http://docs.google.com>) and you can generate a PDF file directly from your report! Just about everyone with a computer can read a PDF report, so that's the simplest format to offer. In fact, that's how this lesson was created.

Ok, that sounds simple enough, but what happens after they give you their email address and download the free offer? What do you do with that email address?

Follow-Up And Keep Following-Up. Here's Why...

When you don't follow-up with additional information and offers, you let a valuable lead slip through your fingers!

Often, a prospective customer will intentionally put off making a purchase, to see if you find him/her important enough to contact later. Then there are those who aren't quite ready to buy, at least not until they feel they know you a little better. What better way to gain some credibility and trust than by regularly communicating with your prospect?

Of course, just bombarding them with sales copy won't get you anywhere. What you **MUST** do is give them useful information that solves one or more of their pressing problems. Then, very gently, you offer the solution to those problems in the form of your valuable product or service.

Are You Losing Money Due To Inconsistent, Or Even Worse, No Follow-Up?

Don't take my word for this... every successful Internet marketer has been preaching email capture and follow-up for years.

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Following-up with leads is more than just a good idea, it's a necessity if you want to grow your business. Consistent follow-up does get results!

What NOT To Do...

When I first started marketing and emailing prospects, I used a follow-up method that was very basic and labor-intensive. I had a large database containing the names and e-mail addresses of people who had requested free information.

I would write sales letters or newsletters every now and then, and send them, in one huge mailing, to everyone who had previously requested information from me.

I remember agonizing every time I sent these emails, wondering how many would get deleted without being read. After all, I hadn't communicated with my prospects in a long time. How many would even recognize my return address? How many would think they were getting spam from me?

A Manual Process Is Not Only Inconsistent, It's Not Effective Or Efficient.

Manual messages do not truly follow-up, since they are sent at random intervals and may have little or no bearing on what your prospect last saw on your website. By their very nature, they are not targeted to the individual or timed to take advantage of a prospect's interest in your products.

OK, What Follow-Up Method Should I Use?

In a sentence, here's what actually works: Following-up with each lead individually, multiple times, at set intervals, and with pre-written messages, will dramatically increase your sales!

Here's your simple, but effective follow-up plan:

- First, you'll need to develop your follow-up messages. You should have a welcome and "first contact" informative letter. This letter should offer an informative tip or a summary of what your prospect will be receiving in subsequent emails from you.
- Your next 2-3 follow-up messages should be rather short and not hard-sell. They should be mostly informative, referencing a problem your prospect has and offering a solution. You should place a small ad for your "solution" at the bottom of the email or better still, make it flow as a part of the body of the email.
- The next couple of follow-up messages should start creating a sense of urgency in your prospect's mind. Always stress the benefits of using your product to solve their problem or make their life better. You could also increase urgency by mentioning a deadline for a price increase or offer a limited time bonus with their order.
- Phrase each of your final 1 or 2 follow-up messages in the form of a question. Ask your prospect why they haven't yet placed an order. Offer to help them with any questions they may have. Try to anticipate and overcome purchasing objections in your copy.

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The timing of your follow-up messages is important, so be sure to:

1. Always send an initial, welcome / informative letter as soon as it is requested, and send the first follow-up 24 hours afterwards.
2. Send the next 2-3 follow-up messages between 2 and 3 days apart. Your prospect is still hot, and is probably "shopping around", so make sure you stay on their radar.
3. Send the final follow-up messages 1 week later and separate each message by 1 week.

Now, that's effective communication! Following-up consistently may seem complicated and tedious, but it doesn't have to be. Not if you automate the process.

How To Keep In Touch With Your Leads And Customers The Automated Way.

There are comprehensive programs called autoresponders that can do all the work for you and make your email campaigns totally automatic. All you do is set up a series of pre-written emails, specify the time interval for sending them out and the autoresponder takes care of everything for you.

Not only do your prospects receive a personalized email that's relevant to the offer they originally requested, but they get carefully timed, automatic follow-up messages predetermined by you.

The beauty of an autoresponder is that you can change the messages anytime, and each new prospect starts from the beginning of the email sequence. That way everyone gets the same sequence in the same order. Try doing that manually!

A good autoresponder will also automate sign-ups and opt-outs without any manual intervention. These features are critical to protect you from being labeled a "spammer".

But My Site's Only Been "Live" For A Couple Of Months, Why Should I Bother Collecting Email Addresses Now?

Now is the perfect time to get started building your list of prospects. Why? Because if you don't you will most likely lose your visitors forever.

Don't make the same mistake I did! I had a few websites and blogs up and running for over a year and only made a few hundred dollars from each. If I had been building a list of email addresses I could have offered them new content and new products and made a ton more money!

Don't do as I did, do as I do now! Gather those email addresses! Give your readers good content and soft-sell offers. In the long run (and probably a lot sooner) you will see your sales skyrocket!

So start right now using an easily affordable autoresponder. The cost is low (from \$17.95 to \$19.95 per month) and the profit potential is high!

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So, Which Autoresponder Is Best?

Are you sold yet? Ready for a recommendation for a reasonably priced, excellent autoresponder? The best choices boil down to just two: Aweber and GetResponse.

Each has their benefits and drawbacks. To make your choice a little easier, I've reviewed both autoresponders and compared them.

You can check the reviews of each autoresponder below or skip right to my comparison of the two: [Which Autoresponder Is Best For You? GetResponse and Aweber Compared.](#)

[GetResponse Autoresponder
Product Review](#)

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Sincerely,

Tom Thomas

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