

LAUNCH MULTIPLIER #75:  
RECLAIMING NON-BUYERS AFTER YOUR LAUNCH

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Hello, and welcome – I’m Dave from IttyBiz and you are listening to the BIG LAUNCH launch multipliers. This track is called Reclaiming Non-Buyers After Your Launch.

When we first started sending you these launch multipliers, one of the things we told you is that they were designed to recapture your “almost buyers” – the people who considered your product, put some level of thought into buying from you, and then did not buy.

Today we want to make a specific distinction here between people who “did not buy” and people who “did not want to buy”. Your almost buyers, and for the purposes of this multiplier we can call them non-buyers, simply did not go through the stages of completing a transaction with you. Why they did this, you can’t know.

And so to open this module, we’re going to talk about some of the reasons they might not have bought, so you can get a better idea of how to recapture as many sales as you can during your launch.

So, to begin, let’s talk about two different scenarios. Scenario number one is what we can call sales page abandonment, and scenario number two is shopping cart abandonment. You may be familiar with these terms. In the first case, someone looks at your sales page and never clicks the buy button. In the second case, someone has clicked the Buy button, and they’ve gone through some level of the buying process – maybe they’ve entered their email address or added something to their cart – but they never seal the deal.

No matter what kind business you run, you’re going to have to deal with a pretty healthy level of both sales page and shopping cart abandonment. It happens to everyone, and it happens a lot. But there’s one critical assumption that we’d say the majority of ittybiz owners make about this, and that ends up costing them a lot of money that they could have relatively easy access to.

That assumption, in plain terms, is the belief that a non-buyer is someone who has rejected your product, your brand, or both. The act of non-buying is generally assumed to be some version of the potential customer saying “no” – specifically “no” to YOU.

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However! This is very often not the case at all. This is true in business and in life. Let's look at a non-business example to flesh things out a little.

If you leave a message on someone's voice mail and they don't call you back, it does not mean they heard your plea for a return call and actively said "no". Maybe they did, though. Maybe they heard your message and said "There's no way on God's green earth I'm calling that person back." That definitely happens some percentage of the time.

But a lot of times – and it's important to know this – the reason they didn't call you back doesn't involve the word "no" at all. Maybe they accidentally deleted your message and can't retrieve your number. Maybe your message didn't get saved in voice mail, or they couldn't hear your number clearly. Maybe they're in the middle of an incredibly busy time, and they're waiting for things to settle down before they call you back, and you get lost in the shuffle.

Maybe they need to get more information together before they call you back. Maybe they're dreading the conversation a little and they haven't got their courage up. Maybe they are waiting for some privacy to call you back and it isn't for the having. Maybe there's an emergency on their end. Maybe they have dozens of people they need to call back, and frankly, you're not on the high-priority list. They're totally willing to get back to you, but they have to wade through more critical or urgent calls before they can get to their Priority Two list.

These are a lot of "maybes". And none of them have anything to do with "no". This is why, in sales and in life, when someone doesn't return your call you follow up. Think back to how many times you haven't returned a call for completely innocent reasons, and then the person follows up. You say to them, "Thanks for following up – yeah, this is a good time, we can talk about it now." And you mean it. Sometimes you just have to follow-up to get to your "yes".

Now, let's bring this back to the world of launch. You run a launch. Some people buy, and many people do not. That does not mean that they've rejected you – it just means that for a lot of these people, something got in the way. So we're going to go through a number of

these “somethings” so we can get the reasoning behind them and figure out how to get back in touch with these people in a way that gives you another shot at the sale.

So! Here we go.

**Reason number one – The deal was good but it wasn’t quite good enough.** This happens a lot, and sometimes it’s because your sales material didn’t do the job as well as it could have, or sometimes it’s just because your final price went past someone’s budget or comfort zone.

Think back to when you’ve been in a bookstore and you wanted to buy a book, thinking it was going to be somewhere between \$12 and \$14. If it’s \$16 or higher, you may waffle a bit before putting it back on the shelf. You want it, but either you don’t have the budget or you just can’t see yourself paying that much for that book – or books in general. This can often be solved by offering a discount afterwards.

How many things did you buy after the vendor said “Ok, I’ll take the price down a little?” So that’s an option, and we’ll talk about how you can present this when you contact them later on in this module.

**Reason number two – life got in the way and they got distracted.** This is either general distraction or distraction in spite of desire. In the first case, your offer comes into their inbox, and they kind of think about it and get back to their day to day life, telling themselves that they’ll think about it later. And they don’t.

This can also happen at the last minute. It’s just like all those times you told yourself to go back to the store and get that thing before the sale ends tonight – and you forget. Or something legitimately comes up and eats up your evening time. The answer was actually “yes”, but the sale never happened. This usually gets solved by a follow-up offer.

**Reason number three – they couldn’t get approval on the original offer.** A lot of people share finances with their partners, and sometimes getting buy-in doesn’t happen, or it doesn’t happen in time. This can get solved with a “special offer” email, which we’ll

talk about later. Sweetening the deal can often recapture these people.

**Reason number four – there were payment related issues.** This happens more often than you think. Credit cards get declined, and the buyer can't sort it out. Sometimes they are waiting for a credit card payment to get applied to their account, and it doesn't clear in time. Sometimes they've got the money, but it's in PayPal or on their American Express and you don't accept them. Or they could pay via monthly payments, but you don't offer those, either.

**Reason number five – there were technical issues.** Maybe your shopping cart does that thing where information gets erased if you click the Back button. Maybe the web page was hanging. Maybe your customer was trying to order from their cell phone and they couldn't get the page to load. Something gets hosed, and the customer gives up.

**Reason number six – the person was uncomfortable with the buying process.** Maybe it was confusing – either because your checkout process is legitimately confusing, or maybe they're just not savvy when it comes to buying online. A follow-up with some personal assistance can often solve this problem and close the sale.

**Reason number seven – the discount code field.** If your shopping cart shows a discount code field by default, some people assume a discount for that product exists. So they go away from your sales page and start searching for promo codes.

They type in "Product X coupon code", and when that doesn't work they type in "Product X promo code", and then they type in "Product X discount coupon promo" and nothing turns up and then they remember it's been far too long since they logged into Facebook. Then they're gone. Or, they get frustrated and feel like other people must have access to a coupon code, and they don't want to feel like a chump paying retail. Either way, the sale is abandoned.

All seven of these scenarios contribute to the larger-than-you-think group of people who consider buying from you but don't. So don't make the assumption that because you didn't get a payment

notification, they didn't want what you were selling. There's a lot that can be going on under the hood, here.

Ok, now that we've covered all that, let's talk about a few options you have for getting in touch with non-buyers after your launch. Remember, though, we're talking about people who viewed your sales page or went through your checkout process but didn't finish. We're not talking about everybody who didn't buy from you, only the ones that visibly considered it.

What constitutes "visibly considered", though? Well, you can set the bar for that wherever you want, but we have a few guidelines for you.

First of all, if they contacted you in any way to ask questions about your offer, they visibly considered it.

Second, if you can look at your email statistics and see that over the course of your launch, people clicked on the link to your sales page more than once, that can be a good indicator that they've visibly considered your offer. If they only clicked over to your sales page once, they may have taken one look and said "No way."

We don't want to harass people who may have said no outright. But if you can look in your email stats and see that someone has clicked the sales page link two, three four times or more during your launch ... well, it's safe to say they were putting some thought into whether or not to buy it.

The third indicator of visible consideration is shopping cart data. Some shopping carts allow you to track information about people as they go through – this is why you see a lot of e-commerce sites asking you to begin the checkout process by entering your email address. This is so they can follow up with you if you don't – or can't for technical reasons – complete the checkout process.

If you don't have access to shopping cart data like that, then you may want to look into getting that set up before your launch. If you can't do that, you may just have to pass on this data source for now and stick to the first two.

Now, once you have this data, you need to figure out under what auspices you are going to contact people. You have a few options.

One is the “Tech support” email. This is where you contact the person after the launch – preferably very close to after the launch ends – and ask if there was a problem with their order. If you have shopping cart data, you can say “We noticed that you added it to the cart but didn’t purchase, and we wanted to check to see if you had any tech issues.” You can say “We can still take care of you if you’d like.”

If you don’t have access to shopping cart abandonment data, you can just keep it general. You can say that you know that sometimes people have issues with ordering, and you’re just following up to see if this person is one of them.

A second approach is the “special offer” email. This is where you contact them and say that you really want them as a customer, and you really think they’ll enjoy what you’re selling, and so you cut them a deal. Maybe it’s a discount. Maybe you throw in something extra. But this is just a nice, casual, friendly offer that you make to them.

A third approach is the “What will it take?” email. This is like the “special offer”, but it’s custom. This is where you ask if they had a specific issue, or set of issues, and you offer to work with them to make it a deal they’re happy with. This is often used when you’re selling something high-ticket or high-touch enough that you can make this kind of proposal without sounding weird.

If the guy selling you a car or a home security system or a vacation package says “Hey, maybe we can work out a deal”, you have a frame of reference for that. You know somewhere inside that this is a reasonable kind of transaction to haggle over. Customization of the offer is something that falls into the realm of reason. If you’re selling a \$29 ebook? Not so much.

So, these three approaches can help you legitimately get in touch with these “almost buyers” and offer an additional opportunity for the sale. Again, you’ll want to do this as close as you can to the end of the launch, and you’ll definitely want to make sure you’re extra

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friendly. The power is in their hands here, so you're not pressuring them to buy. You're trying to woo them. Act accordingly, and you won't end up looking like an idiot.

Contacting non-buyers can be scary at first, but remember, this has been going on since the dawn of commerce. It doesn't bother people as much as you might think. Generally it bothers people when they actively don't want to buy but the salesperson keeps hounding them. It doesn't tend to bother people when you take a respectful approach and assume that they have good reasons why they didn't buy the first time.

So, use what we've covered here to get in touch with non-buyers, and you may be surprised with how many extra sales you make. You'll probably end up with a number of people who are excited because they didn't think they'd end up having another opportunity, or a chance to work out a deal. Everybody wins! And your sales go up. So there you have it.

Thank you so much for being here with us today. I'm Dave from IttyBiz and you have been listening to the BIG LAUNCH launch multipliers, Reclaiming Non-Buyers After Your Launch. I'll talk to you very soon.