

How You Can Bring More Customers Into Your Business Every Week, WITHOUT Paying For Advertising...

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## **WELCOME - AND THANKS FOR YOUR INTEREST IN THIS FREE REPORT**

**Important:** If you've received this ebook without registering, you could be missing out on some of the most important information we have for you.

You see, by registering, you also get a free subscription to our blog and email updates, as well as our regular research reports.

If you like the unconventional take on email marketing that you'll find in this report, you're sure to love our newsletters and blog posts too.

But the only way you can receive regular notices when we add new content for you is by registering to receive them.

It only takes a few seconds. Just enter your email address and you're in. You can do that now by clicking here:

**[Register here - and don't miss a single update](#)**

And now, on with the show...

## **How You Can Bring More Customers Into Your Business Every Week, WITHOUT Paying For Advertising...**

You spend a lot of money every week in either rent or advertising (or both) to get customers to come into your store, to visit your website or have them to call on the phone.

And despite all of this expense, the two biggest mistakes most business owners are STILL making are:

1. Not doing enough to capture their customer's contact information, and
2. If they DO collect that contact information, they don't follow up regularly

But you don't have to just take my word for it. You've probably seen it yourself.

How many of the businesses you deal with on a regular basis capture your name, email address, mailing address, phone number and fax number?

If it's more than 3% I'd be shocked.

And of those who DO collect that contact information, how many of them stay in touch with you, offering you helpful information and giving you opportunities to buy from them again?

My guess would be very few of them.

At least that's been my experience.

But here's the thing...

If you start doing just these two things - capturing your customer's contact information, and then following up with them - in just a few weeks, you could have all the business you can handle.

Not only that, but your marketing costs will be lower, you'll have more free time, you'll be less stressed, and of course you'll have a lot more money to spend.

But the problem is most business owners don't know how to set up a simple, automated system for capturing their customer's information and following up.

I mean, who's got the time to learn all that, right?

In this Report, you'll see a surprisingly simple way to create your own automated lead capture system, and then how to use that system to generate sales on demand whenever you want to.

Ready?

Then let's take a look at how to put this system together right now.

## **Step 1 - Creating Your Automated Lead Capture System**

First up, we want to make this as easy as possible so you and your staff don't have to do anything (or very little) *manual labour* in order to get people into the system.

And by far the easiest way to automate things is to make it possible for your customers to add THEMSELVES to your database without any involvement from you.

There are a number of ways you can do this, but the easiest way I've found is to enter people into a prize draw to win a cool prize in exchange for them giving you their first name and email address.

There are some important criteria you should remember when you decide what prize you are going to offer:

- The prize should have a high perceived value relative to the products and services you sell. Remember you are going to be building a very targeted list of

potential buyers who you can sell to again and again, so you want to offer something your customers would really like to win

- It should be closely related to the products and services you sell. For example, if you sell cars, you could offer a car mounted GPS or free servicing for their vehicle up to a certain dollar amount. On the other hand, you probably wouldn't offer an iPad because while everyone would love to win one, lots of the people who give you their information and enter your draw may never be ideal customers for your business
- The prize in most cases SHOULD NOT be your main product or service, but something that complements what you offer without giving your customers a reason not to buy, because some people may hold off buying just in case they win
- You should draw winners regularly, and remind people that they only have to enter ONCE to be included in every draw. That is one way to keep people from unsubscribing from your emails, and the other way is to regularly send them helpful articles, blog posts and other content that shows you care about them and have their best interests at heart

So how do you set up your initial lead capture?

On the next page, you'll see an example you can model for your own business. You don't need to make this a work of art (as you'll see) to test this idea out.

Just get something out on there to test and when you start seeing results, you can make your prize giveaway offer look prettier later...

# Enter Our Competition To Win A Marine Electronics Package - Total Value Over \$700

## 3 Ways to Enter The Draw

### Option 1: Scan this QR Code



### Option 2: Email

Send a blank email to:

[draw@marinegiveaway.com.au](mailto:draw@marinegiveaway.com.au)

### Option 3: Website

Fill in the form on our website at:

<http://marinegiveaway.com.au>



### Second and Third Prize

Win a Humminbird  
PiranhaMax 230 Portable  
Fish Finder - Valued at  
\$169

### 4th to 10th Prize

Win a \$50 Gift Voucher

**Enter to win now!**

Full Terms & Conditions are available at:  
<http://marinegiveaway.com.au/terms>

As you can see from this example, which was used at a Trade Show with incredible results, but could just as easily be placed on the boat dealer's sales counter:

- The offer is highly targeted to the prospective customer
- People can register easily without any assistance from staff in the booth
- There are multiple ways to register, so people can choose the option that suits them

To maximise the effectiveness of this lead generator, all you have to do is have your staff ask every person who interacts into your business this question...

“Have You Entered Our Prize Draw Yet?”

Then if they say no, have staff point out the entry instructions and your customers can add themselves to your database.

### **Another Option...**

Another option for many businesses is to give away some kind of valuable information in exchange for people giving you their name and email address.

This can be in the form of a Free Report, an online audio or video, a White Paper, a Checklist, a Resource Guide, or anything your ideal customers would find valuable.

On the next page, you'll find an example I've used with great results for a Real Estate Agent who is a client of mine.

## Thinking Of Selling Your Home?

Download Our Free Guide That Reveals The 5 Most Expensive Mistakes Sellers Make, And How You Can Avoid Them...

from Steve [REDACTED]ck



### 3 Ways to Get The Guide

#### Option 1: Scan this QR Code



#### Option 2: Email

Send a blank email to:

[selling@home\[REDACTED\].au](mailto:selling@home[REDACTED].au)

#### Option 3: Website

Download from our website at:

[http://home\[REDACTED\].au/guide](http://home[REDACTED].au/guide)

Steve [REDACTED] 5 659

**FREE!**

- How to get the highest possible price
- Sell in the shortest possible time
- Sell your home with a lot less pressure, anxiety and stress

When you register, you'll automatically receive our new Guide, **The 5 Biggest Mistakes Sellers Make, And How To Avoid Them**, which shows you how to save valuable time and money when you want to sell your home or investment property.

THINKING OF SELLING YOUR HOME?

"Download Our Free Guide That Reveals The 5 Most Expensive Mistakes Sellers Make, And How You Can Avoid Them"

[Click Here For Free Instant Access >](#)

[Click Here For Free Instant Access](#)

As you can see, I've blacked out some of the critical information, but the important things to note are:

- The headline calls out to our ideal prospect (somebody who's thinking of selling their home)
- It offers important information on how the reader can avoid expensive mistakes. Most people HATE making mistakes and will do anything they can to avoid



looking foolish, so a Report focused on a negative outcome like this will usually outperform something that offers a benefit

- The Word FREE indicates there's no cost to grab the Report
- The bullet points and copy inside the bordered box address 3 of the biggest considerations people have when selling their home, which give them more reasons to download the Report
- There are 3 ways people can get access, and none of them require any manual work on your part. People can scan a QR code, send a blank email to an email address or visit a website to enter their information
- In this case, we are only asking for an email address, because we have a system for further qualifying prospects as they go through our email followup sequence

This A5 flyer has seen at least a 10X increase in the number of leads my client has generated over the typical Real Estate handouts he was using before, and we've only just started testing it.

To say we're very happy with the results so far would be an understatement.

## **Step 2 - The Mechanics Of Setting This Up**

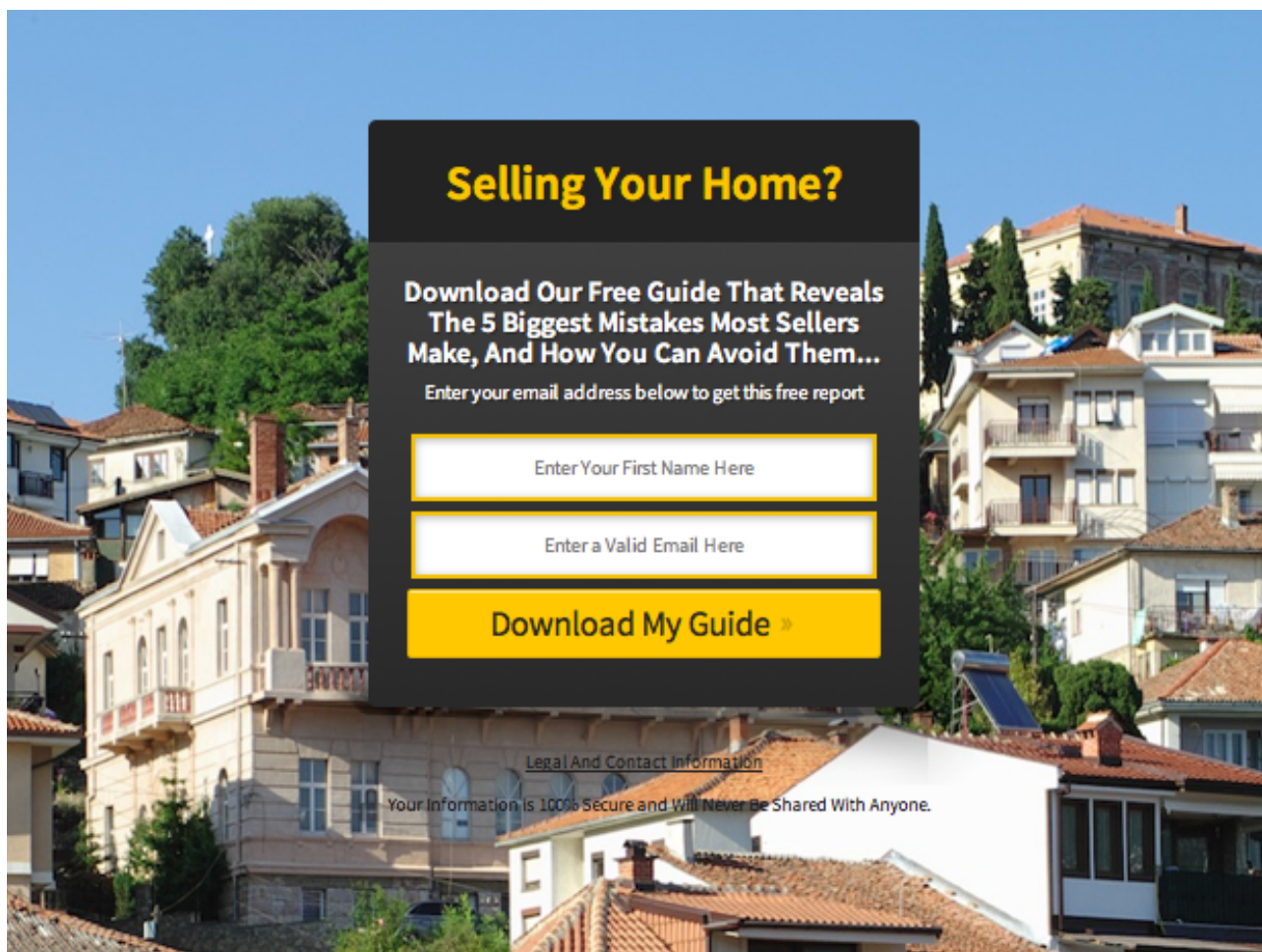
The easiest way to get this system set up in your business quickly is to use a system called Aweber.

They offer a very inexpensive service (about \$20 a month) that allows you to start building a profitable database quickly. They have great installation and help videos and can help you through the setup process free of charge, but honestly you're better off to have somebody else do this for you while you spend your time focused on running your business.

You can find a techie to do it, or if you want me to, I can do your setup for you very cost effectively. Just let me know by emailing [rocky@emailalchemy.net](mailto:rocky@emailalchemy.net)

The great thing is, by the end of your first month, you should be earning far more than \$20 a month because your customers will be happily spending more money with you over and over again.

Next you need a dedicated page for people to go to when they scan the QR code or visit the website link on your flyer. On the next page you'll see what the optin page for the Real Estate client looks like.



As you can see, the page only gives visitors two options.

To sign up or not.

Your page should do the same thing. You don't want to send people to your website and have them looking around trying to work out how to join your list.

Your goal is to eliminate any friction so your visitors enter their details and add themselves to your database as easily as possible.

The tool I use to create this kind of beautiful landing page is called [LeadPages](#). Again, as a business owner it's not your job to try to learn how to create these pages and integrate them with [Aweber](#) yourself.

Just outsource it to somebody who can do it for you quickly and you can get on with running your business. Again, if you'd like me to help you with this, just let me know by emailing [rocky@emailalchemy.net](mailto:rocky@emailalchemy.net)

OK, so now you have your optin system set up...

### Step 3 - What Do You Send Your Subscribers?

Here's where most business owners really drop the ball.

As we discussed earlier, the majority of businesses that do collect their customer's contact information don't follow up in a way that creates goodwill while generating sales.

So I'm going to give you a simple email sequence you can program into your [Aweber](#) system so your subscribers automatically receive a message from you every few days.

In this example, I'm going to use the sequence you would use after somebody joins your database in exchange for downloading a Free Report.

You can easily modify this sequence for people who join your list to win a prize, because the format is very similar.

The idea is to give people information and advice that helps them and adds value to their lives, while also making offers for products and services in a cool, non-salesy way.

The main thing to that you do SOMETHING to start following up with your customers in a way that adds value to their lives, and generates sales for your business.

#### **SIDEBAR**

I learned how to write compelling email messages using a program called [Autoresponder Madness](#).

It was created by a guy named Andre Chaperon and shows you how to use all kinds of psychological triggers to create messages that generate lots of sales as well as having your readers looking forward to hearing from you.

Very cool indeed.

[You can check out Autoresponder Madness here.](#)

#### **END SIDEBAR**

To give you an example of how your first 5 email messages might look, [please download this PDF file](#) where I give you a template you can follow to create followup messages for your business.

If you modify those messages to suit your business, and have your techie plug them into your Aweber system, you'll be well on your way to generating a LOT more sales from your business week in, week out.

## **Have you been making this mistake with your marketing?**

Here's the moral of the story. Attracting new leads and turning them into customers is the most expensive way to generate new business. Developing a back end marketing strategy like this that focuses on selling more products and services to your existing prospects and customers is a much better idea.

If you spend just a few minutes a month following up with your customers using the system outlined in this Report, you'll save money on marketing, and increase your bottom line.

## **Four valuable takeaways**

To wrap this up, here are four takeaways I covered in this Report that you can apply to your own business right away.

**Takeaway Number One** is to have somebody who understands the tech stuff involved set this system up for you. If you try to work out [Aweber](#) and [LeadPages](#) yourself, you'll probably waste a LOT of time and energy, or worst case you'll give up and never get around to it.

Creating a system like this can pay substantial dividends, and because email is very inexpensive to send, these kinds of simple messages can generate a very strong ROI. You owe it to yourself and your family to get this done as soon as you possibly can.

**Takeaway Number Two** is that your emails should look like the kind of thing a friend would send to another friend. If the recipient feels this is just another mass email sent to thousands of people by a company, it will be ignored and then your followup system completely loses it's power.

Make your messages look like the ones [I gave you in the example email sequence](#) and you're good to go.

**Takeaway Number Three** is to continue to add messages to your automated followup sequence regularly. The ideal format is to send a message outlining a problem you can solve one day, then send a message the next day that gives your readers the solution (there was an example of this format in the example sequence I gave you).

Then wait a few days and use the same formula again. You can do this until you've exhausted every problem your products solve.

**Takeaway Number Four** is to regularly send out special offers to your readers using [Aweber's](#) broadcast function. You can send one email broadcast each week if you want to and as long as you're giving people value in your automated followup sequence, you'll make sales every time you send an offer. It really is a way to generate cash on demand.

I hope you enjoyed this short Report - and most of all I hope you'll take what you learned here and use it right away to get great results in your own business.

## Would You Like My Help?

It's no secret that the people who work closely with me to create their online and offline marketing campaigns generate the best results.

With this in mind, I'm happy to help you design a custom marketing plan for making additional sales to your existing customers, identify the best customers to target first, and help you get the maximum number of sales possible.

This way you'll be able to generate some profits quickly and get the highest ROI you can without wasting time and money. There's no cost to this and there's no obligation of any kind.

I offer this free service because I'm a backend marketing specialist who works exclusively with successful businesses that are looking for ways to grow even further.

And there's a good possibility that if you find value in the advice I give you, you might want me to help you implement the plan we come up with together.

With that said, please understand that I'm not offering a sales pitch in disguise. I promise not to pressure you or pester you in any way at all.

In fact, if you feel like I've wasted even 1 second of your time, let me know and I'll give you a crisp \$50 note on the spot to compensate you for your time.

The thing is, I can't help everybody.

I can really only be of benefit to people who have successful businesses that have current sales of at least \$1 million a year.

**Here's what to do next**

[How You Can Bring More Customers Into Your Business Every Week, WITHOUT Paying For Advertising...](#)

If you want to schedule a planning session with me, [simply click on this link](#).

When you click, you'll see a form with a few questions about your home and what you're looking to accomplish.

Once I have that information, I'll do some market research for you and we'll set up a time to go over it together.

[To register for a free no-obligation planning session, click here now](#)

If you have any questions, feel free to call me on 0418 788 482 or email me at [rocky@emailalchemy.net](mailto:rocky@emailalchemy.net)

Thanks for reading,

Warm regards,

**Rocky Tapscott**