



ENDLESS PROFITS

A “DOUBLING YOUR SALES” HOW-TO GUIDE



By Tyler Garns



A Quick Note From Infusionsoft's Most Avid Surfer (and Marketing Director)

In 1964, Bruce Brown released the most memorable surf documentary of all time, "Endless Summer." He followed two surfers around the world as they went in search of the perfect wave. Little do people know, perfect, pristine waves come from destructive, chaotic hurricanes and typhoons thousands of miles away.

For a surfer, the only difference between drowning in the storm and enjoying the extreme power of the ocean is knowing where the storms are and where they will send waves.

Small business owners are on a similar quest; the search for success outside the storm. However, the majority of small business owners are just trying to keep their heads above water. Most are in the middle of the worst conditions in decades. As a result, the rain, the wind, and the waves are preventing small business owners from clearly seeing the opportunities around them. But if they just took the time to step outside the storm, they would discover endless profits.

Infusionsoft is determined to help you map the coordinates of small business success. And this is the step-by-step process for doubling your sales no matter how big the storm is, where it is, or how long you've been fighting it.

This guide is for your personal use. If all you want to do is get to the meat of the matter, by all means, head to those chapters. But, in addition to the step-by-step plan for doubling your sales, this guide will reveal:

- Some of the biggest mistakes small business owners are making
- All About Spelling: the nitty-gritty details of how Infusionsoft doubled the sales of one small business in less than 3 months
- An inside, detailed look at Infusionsoft's marketing strategies, failures and triumphs
- And so much more!

In compiling this guide, my goals are to 1) remind you why you're an entrepreneur, 2) provide you with powerful ideas for growing your business, and 3) give you the tools you need to double your sales with Infusionsoft.

Those are my goals. However, you too, need to have goals in mind as you go through this guide and get started doubling your sales.

The first thing you need to do is make a mental shift. You've GOT to step outside the storm, outside of what's going on around you, outside of your business, outside of the day-to-day tactical stuff, and realize that, first and foremost, you are a marketer. Understand YOU are not destined to tread water. You are destined to ride the wave of endless profits.

The mental shift to marketer will make your success with Infusionsoft so much easier. As you wrap your brain around basic marketing principles, you will find better and more effective ways to use the software and increase sales. As a marketing-minded entrepreneur, you will see your business in a whole new light and be more prepared to achieve outstanding sales and marketing results.

You know, as the Director of Marketing at Infusionsoft, I've seen the power of our software firsthand. I've watched, even helped, small business owners navigate the storm and make their way to the ultimate location. I've seen them transition from nearly drowning to "dropping in" to the wave of success.

No matter what kind of company you own, you too have the ability to ride the wave, double your sales, and grow your company like you've never seen before.

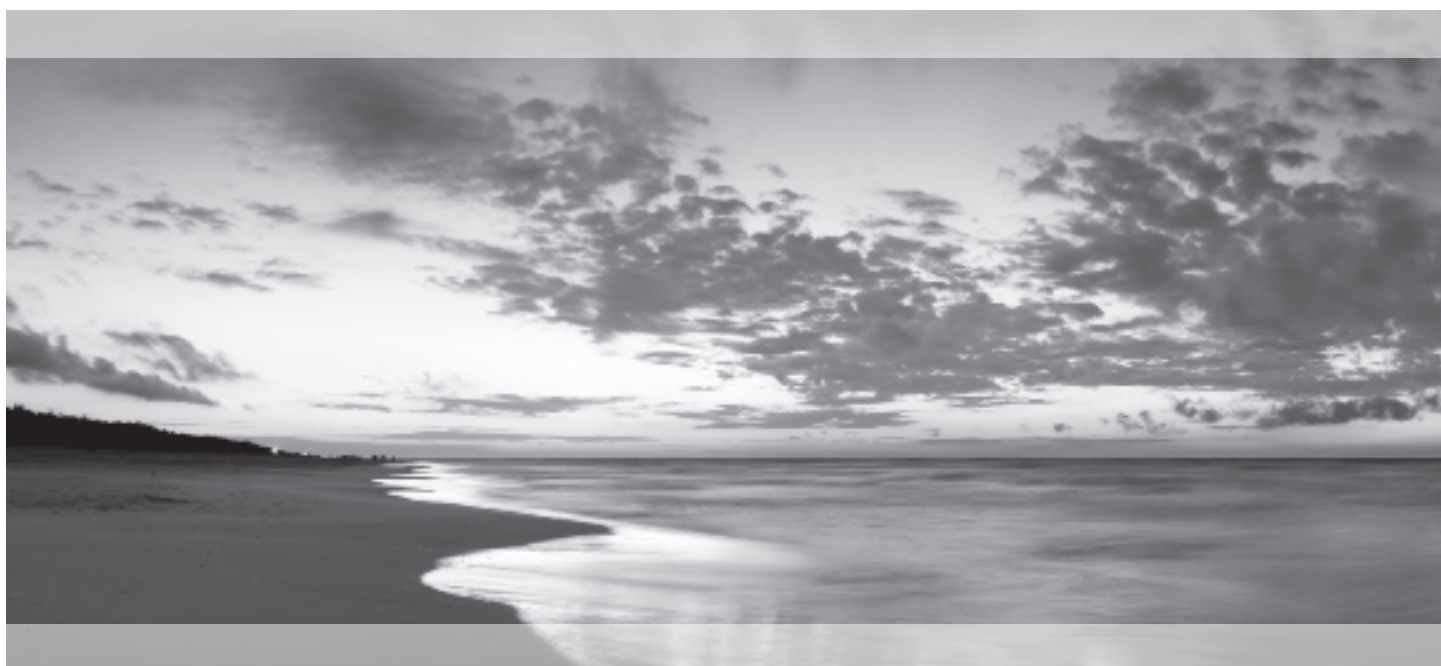
It just takes a little knowledge of the sea...and perhaps (the right) How-to Guide.

Enjoy!



Tyler Garns
Director of Marketing, Infusionsoft

TABLE OF CONTENTS



Chapter 1: The Edge of Success Contest	5
Chapter 2: Meeting the Rippels	9
Chapter 3: Assessing the Situation	13
Chapter 4: The Rippel's Reaction...and the Results.....	15
Chapter 5: Putting You on the Path to Doubling Your Sales	19
Section 1: Customer Nurture Sequence	21
Section 2: Webforms	25
Section 3: Prospect Nurture Sequence	29
Section 4: Up-selling Sequence	33
Section 5: Affiliate/Referral Programs	35
Section 6: Shopping Cart	37
Section 7: Shopping Cart Up-sell	39
Section 8: Broadcasts	41
Let's Wrap It Up!	43
Appendix	44

CHAPTER 1



THE EDGE OF SUCCESS CONTEST

Note: Let me start by saying this chapter is not going to help you double your sales. In fact, the first four chapters will NOT provide you with the powerful strategies for catching the perfect wave. However, there are so many important marketing factors discussed throughout the guide that you'll find great benefit in EACH chapter you read.

That being said...enjoy Chapter 1!

"...doesn't it feel that every day you're silently screaming to the world, 'My business is amazing and you're ridiculous for not realizing that!!!'"

Every small business owner believes their products or services are bigger, better, cheaper, more valuable, and/or more unique than anyone else's. Admit it! Think about your biggest competitor and instantly your brain will generate all the reasons your business outshines theirs.

And you're absolutely right! (Because if you're not...you should get out of business or you'll be fighting the storms of small business ownership forever.)

Your business is better because it's yours. And you understand it better than anyone else on the planet. You know what it's capable of...and you know how YOU feel about it. But relaying the benefits of your products and/or services to prospects and customers is a challenge. Sure, you have a handful of loyal followers that truly "get" what you're all about.

But doesn't it feel that every day you're silently screaming to the world, "My business is amazing and you're ridiculous for not realizing that!!!"

Well, in the past few years Infusionsoft has done quite a bit of their own silent screaming.

And it was just under a year ago my voice joined that of our CEO, vice presidents, and Infusionsoft founders. Because just over a year ago, a light bulb went off and I thought, "Holy Smokes! We've really got something here. Why don't more small business owners know about this?! We've got to get the word out!"

So I formed a plan. Now, before I tell you about my scheme, I want to tell you the reason behind the light bulb moment.

First, Infusionsoft started 2008 by marketing with a pretty cool statistic: 20% of Infusionsoft users DOUBLED their sales in 2007. Sounds great, right? But after we'd covered our marketing pieces with this fact, we realized it was just a little bit vague.

- What did double mean?
- How long did it take to reach that goal?
- What were those users doing that others weren't?
- Was this result industry-specific?

In other words, there were a lot of unanswered questions. (And our compelling marketing pieces weren't as compelling as we thought they were.)

Second, I started getting personally involved with some of our users. On occasion, I jumped at the opportunity to directly help our customers with their Infusionsoft account and marketing strategies.

And I started to see incredible things happen. Business owners were coming up with creative ways to market...using Infusionsoft. Sales numbers were jumping almost the instant small business owners fixed their follow-up failure. And businesses that were on the brink of closing found new life.

Third, around the same time, our CEO, Clate Mask, wrote a new eBook, "The Edge of Success: 9 Building Blocks to Double Your Sales." In his eBook, Clate shared the story of how Infusionsoft went from a struggling start-up business to a multi-million dollar business. He also broke his repeatable success down into 9 basic building blocks:

1. Supercharge Your Website
2. Fill Your Funnel
3. Convert Your Funnel
4. Win Lifelong Customers
5. Sell Stuff Online
6. Flip Your Funnel
7. Collect the Cash
8. Grow Through Partners
9. Measure and Tweak

The eBook was a huge success! Hundreds of entrepreneurs wrote in thanking Clate profusely for making such a big difference in their businesses. They were sharing details about business plans and how the building blocks were the very tools they were looking for. The outreach was phenomenal!

Amazing things seemed to be happening everywhere. And I got excited. So excited, in fact, that I concocted the most daring marketing scheme I could think of:

A CONTEST

A contest to prove that **Infusionsoft could double the sales of any small business.** And if that weren't daring enough, I added...**in three months!**

I'm not going to bore you with details about taking this idea to my team, the executives, and the entire company. **But bottom line, here were the details for entering the contest:**

- Fill out a form telling us about your company and why you deserve to double your sales.
- Blog or post a video about the new eBook, "The Edge of Success: 9 Building Blocks to Double Your Sales." (Notice how my marketing mind was looking for a whole lot of free advertising?)

Once we had all the submissions, we would choose a winner to receive:

- An Infusionsoft application free for one year
- The dedicated assistance of the Infusionsoft marketing team
- A GUARANTEE that they would double their sales within three months

The first week of March, our contest website www.theedgeofsuccess.com went live. And Infusionsoft prepared to deal with the results...good or bad. Of course we were all holding our breath and hoping for a positive outcome.

Finally, after weeks of running the contest, and months of assisting our contest winner, we were able to declare the contest a great success! (You wouldn't be reading this otherwise.) Now, before I share the winner's story, I'd like to reveal some of the important marketing lessons we learned from the contest.

Contest Successes:

1. It was all done through social media. Contestants were asked to blog or post videos on YouTube promoting Clate's eBook. This opened our company to more social media opportunities.
2. We got the press involved to promote the contest, and then we stopped talking about it; which gave us control over how we released the incredible results.
3. Once we overwhelmingly succeeded...we didn't immediately announce it. We began leaking information and capped off our big reveal with a live webinar.

"Sales numbers were jumping almost the instant small business owners fixed their follow-up failure. And businesses that were on the brink of closing found new life."

"20% of Infusionsoft users DOUBLED their sales in 2007."

Contest Failures:

1. We didn't promote the contest as well as we should have and only received half the submissions we were expecting.
2. We realized that the help Infusionsoft's marketing team gave the winner was more than most Infusionsoft customers would ever receive. Hence...the need for this how-to guide.

Could the contest have been better? Yes. Did it accomplish what we needed? Absolutely. All we needed was one winner.

So now, I'd like to introduce you to the Rippels!

CHAPTER 2



MEETING THE RIPPELS

“...they were looking for the solution Infusionsoft provides small business owners...liberation from their business.”

I'm going to backtrack for just a minute and tell you that once the Edge of Success Contest ended, we were left with a pile of submissions and no real idea who we should choose as the winner. But, of all the blogs and You Tube videos, one video kept coming to mind. It was not the greatest video. In fact, of all the submissions, this video had required the least amount work. But, the plea of the small business owner touched me.

Here is the dialogue extracted from Marie Rippel's YouTube Video:

“My husband and I moved up here two years ago. We thought it would be a great place to raise our family and start our new business. It's gorgeous up here with wildlife to watch and rivers to kayak and trails to hike. There is a catch though. The business has completely consumed all of my time. I have no time left to enjoy what we came up here to do.”

Many contestants gave us great reasons for why they should be the winner. But when it came right down to it, Greg and Marie Rippel (owners of All About Spelling) won because they were looking for the solution Infusionsoft provides small business owners...liberation from their business.

Furthermore, the Rippels are a great representation of the small business owner. Because...

1. They quit their “regular” jobs to start their own business
2. They created their own unique product
3. They were running their business out of their home
4. They were willing to do what it takes to grow their business
5. Since they were on a tight budget, they had used grassroots efforts to grow their business
6. They could see the possibilities that awaited them

So, on April 28, 2008, Greg and Marie Rippel received one of the most life-altering phone calls of their lives. They were chosen as the winners of the Edge of Success Contest and the marketing team was calling to congratulate them.

The contest over, I planned a trip out to Eagle River, Wisconsin (aka – the absolute boondocks) to meet the Rippels in person and see what we were up against.

During my visit, I lost my wallet, was told to watch for bears, stayed in an area with shared Internet connection, and dealt with a few other catastrophes. Feel free to read the details in my travel log. But, just so you're aware...the moment I met the Rippels, I knew we had made the right choice.

These people were ready to grow and grow fast. They instantly absorbed everything I told them and were anxious to get started. Which is exactly the type of small business owner Infusionsoft helps best!

MY TRAVEL LOG

Monday, May 12th 2008

- Woke at 4:00 am
- Left Phoenix at 7:00 am for Minneapolis
- Left Minneapolis around noon in rental car toward Eagle River, WI
- Stopped at around 2:30 pm for lunch in small town called Stanley, ate in a cafe/bar – so antiquated they couldn't figure out how to charge my credit card with the new swiping machine they had recently bought
- Arrived in Eagle River in the evening
- Ate at Aero Cafe across the street from the Days Inn

Marie had emailed me directions from the Days Inn to their cabin 15 minutes outside of town. At the end of her email she wrote "Watch for any bear and deer." I thought she was joking.

Tuesday, May 13th 2008

Spent the day with Greg and Marie Rippel (all-about-spelling.com) to help them put together a plan to double their sales using Infusionsoft in 3 months.

Found out the email wasn't a joke. They have plenty of black bears in the area and during early spring (which it was) they're especially active because they're coming out of hibernation and hungry.

Spent the morning going over their current marketing, discussing different channels, automation, prospect-customer-partner lifetime experience, affiliates, etc.

Greg & Marie have two children that live with them there in the cabin – Scottie (16 yrs old) and Megan (18 yrs old). They've both been home-schooled and they're both smart kids. Scottie loves making robots with Lego Mindstorm and Biobotica. He recently entered a robot Sumo wrestling contest and won 3rd place. Megan is going to college this next year, but she'll still live at home and commute 45 minutes to school each day. Scottie does his home schooling and is also taking college courses online. Greg used to be in landscape architecture in the Chicago area. They lived the suburban life for 20 years and decided they wanted to get away from it all. So they stored 2 – 3 years worth of savings and moved to the Northwoods of Wisconsin.

Wednesday, May 14th, 2008

Back at the Rippel's cabin. Spent time planning out multi-step sequences. After lunch Greg took me on a drive to nearby lakes. We went to their other property, which is on the lake. The lake is pristine and beautiful. We saw two bald eagles flying together above the water – pretty cool. I got to see Scottie's robots – took pictures.

Left their place around 3:45 pm. Stopped in Eagle River for gas. While I was there I called my boss because he'd sent me an URGENT text and voicemail saying he was dying and needed help with all the stuff the team was dealing with. I pumped gas while talking to him. Since one hand was occupied holding the phone, I put my wallet on my bumper to get my credit card out. Pumped, paid, left. Left my wallet on the bumper. Didn't realize what I had done until 2 hours had passed and I was almost half way back to Minneapolis.

So, I turned around and drove back, scanning every bit of the road as I went. I was trying to beat the sun. The sun was going down and I didn't want to search for my wallet in the dark. So I was bookin'. Right before I got to Eagle River (literally 3 miles), I saw lights flashing in my rearview mirror. Crap! Speeding. No wallet, no ID, TROUBLE. Told the cop what happened. He clocked me going 78 mph. Lucky for me because I had been going 90. He called Eagle River police – no one had turned in a wallet. He let me off.

I drove in and out of the town 3 times looking everywhere for the wallet. Nothing! As it got dark, I reached for my glasses so I could see better. Realized I had left my glasses at the Days Inn. Luckily, I was already back in Eagle River, so I drove down and got my glasses. They hadn't cleaned my room yet, so they were right where I left them on the bed. I stopped for a bit at the Friendship Restaurant for dinner. Then headed back towards Minneapolis. Now 6 hours behind schedule. I called my wife and had her scan my passport and email it to me. I arrived at the Hyatt Plaza near the Minneapolis airport at 1:50 am. Got checked in, printed my passport, checked email and got to bed by 2:30 am.

Thursday, May 15th, 2008

Woke up at 5:00 am. Got ready. Filled the rental car with gas. Returned rental car and got to the airport. Since all I had was a copy of my passport they put me through a thorough search. Got to the gate just in time.

CHAPTER 3



ASSESSING THE SITUATION

"...were imprisoned by the growing demands of their business."

The Rippels really had their act together. They knew what they wanted and they were willing to work hard to achieve it. However, their goals could have taken them years to achieve. In the meantime, Greg and Marie were imprisoned by the growing demands of their business. They were living in the midst of the storm. Here are some of the things they struggled with the most:

- 1. Segmentation of Their List** – The Rippels had a list of over 5,000 people who subscribed to their newsletter. However, the list was comprised of prospects AND customers and they didn't know who was who. They had no way of segmenting their list so they could market effectively.
- 2. Follow-up Failure** – Other than a monthly newsletter, the Rippels failed to follow up with prospects or customers. They sell different levels of spelling materials and the attrition rate from level to level was 50%. So, only half of the people that bought Level 1 would buy Level 2 and only half of the people that bought Level 2 would buy Level 3. They didn't know why.

Furthermore, the Rippels often send out sample packets to schools and home school organizations. Prior to Infusionsoft, they never had any follow-up in place to track what happened with the sample packets, what the response was, etc.

- 3. Lead Capture** – The Rippels had a website with a lot of traffic. They'd done a really good job increasing their search engine rankings in Google. A lot of people arrived on the site from searches for "free spelling lists" or "lists of homophones." Marie had free lists on the site for people to copy. But they missed their lead capture opportunity.
- 4. Affiliate Program** – Most of their business was with home school moms, but they had also started to branch out and sell to public schools. Those orders were much bigger, so naturally they wanted to increase that part of their business. They also wanted to implement an affiliate program and had quite a few people ask them about it. But they had no way to execute such a program.
- 5. Shopping Cart and Billing** – They didn't want to offer coupon codes and they didn't want a coupon code field to be visible in their shopping cart, but they did want to be able to offer occasional "specials" or "sales." They also needed a notification when a credit card declined in the shopping cart.
- 6. Multiple System Chaos** – Just to give you an idea, they had an email marketing system, an old shopping cart, 2 failed affiliate programs, and a paper system that consisted of notecards, printed documents, and Excel spreadsheets. In their basement, they had a corkboard where they had their business "systemized" with papers. Keeping everything straight was taking a whole lot of time and energy.

Although there were many obvious opportunities in their business, these were the problem areas. And each problem was costing the Rippels in time, lost profits, and energy.

It was time for the Rippels to automate their business. It was time to give them Infusionsoft!

CHAPTER 4



THE RIPPEL'S REACTION...AND THE RESULTS

"...by the end of three months, we had every reason in the world to rejoice."

Just so you know...this was not a cake walk!

The day the Marketing team sprang to action, we were a little bit overwhelmed.

In addition to helping the Rippels, the Marketing team:

- Was running our nationwide Revolution Tours
- Had lost two key members of the team and was in the process of hiring a hand-full of new people
- We were re-branding from Infusion Software to Infusionsoft
- Dan Kennedy had just agreed to a 4-city tour
- We were offering monthly marketing webinars
- And to top it off, Bill Gates had just stepped down from his CEO role at Microsoft (I was so excited at the thought of Apple taking over the PC world I couldn't think straight)

All of us had doubts about the contest simply because we had millions of other projects running at the same time. Was it possible to help a small business double their sales and maintain our own lofty marketing goals?

You bet it was!

Our webmaster recreated the entire All About Spelling website in Joomla (an easy-to-use content management system, so Marie could manage her own site), created their shopping cart, set up email templates, and redesigned their home page to put important content "above the fold."

Our copywriter helped Marie write multiple follow-up sequences for prospects AND customers (including an up-selling sequence).

And I helped them get their affiliate program together, added up-sell opportunities in their shopping cart, and monitored the importation of their data.

So, How Did They React?

Before I tell you their initial response...I want to tell you ours. We were thrilled. After all, we had helped them the best way we knew how. Our intention was to sit back and watch the magic happen. But for the Rippels...

...it wasn't magic at all. They were not happy.

Truth be told, they didn't realize that the transition to Infusionsoft would be a tough one. Many times they were anxious to return to their old systems – systems that may have been incompatible, but they understood them.

We heard how they wanted to return to AWeber. Things weren't working. Sales dropped during the first two weeks and so did our enthusiasm.

But then...

...the results we have grown to expect at Infusionsoft started to manifest themselves. And by the end of three months, we had every reason in the world to rejoice.

The Results

Okay, this is the information you really want. The results! So I won't leave you wondering anymore. **By implementing Infusionsoft into their business,**

All About Spelling:

- MATCHED their April-June 2008 sales within the first 31 days
- Doubled the sales of the previous three months on the 72nd day
- Saw a 149% increase in sales at the end of the three months

But that's not all! By the end of the three months:

- **All About Spelling's contact list grew from 5,863 to 10,632. To date, All About Spelling has increased their list size to 15,514 contacts.**
- **All About Spelling successfully launched an affiliate program. In the three months, their affiliates brought in 49 sales that the Rippels would not have seen otherwise.**
- **All About Spelling sales numbers jumped from 599 purchases in a 3 month period to 1,232 purchases.**
- **The average order amount increased by 16% – thanks to the up-selling capabilities in Infusionsoft's shopping cart.**

Each month, All About Spelling has easily outsold their results from the same month of the previous year. Despite the impact of the recession! And, all they did was use Infusionsoft to fix the greatest (and most common) of all small business downfalls: the lack of follow-up. And, better than that...the Rippels found more time to focus on the things they want to do most!

This was Marie Rippel's latest comment about Infusionsoft and what it's done for All About Spelling and the Rippel family:

"I strongly recommend Infusionsoft to small business owners who are serious about boosting sales. For us, it was a safe bet that paid off immediately. In less than three months, we increased our revenue by nearly 150% by putting Infusionsoft to work marketing our business. We also increased our sales volume, the average size of each sale, doubled our customer leads and started generating sales through affiliate partners.

Infusionsoft is so much more than software. Following a straightforward, step-by-step process, we tapped into a whole ecosystem of expert support. Plus, because Infusionsoft is Web-based and delivered as a service, maintenance, security and support are all included. We didn't have to buy any extra computer equipment to run it, and the Infusionsoft team is continually coming up with new features. The most important part is that we were able to dramatically increase our sales while maintaining just a two-person team."

Needless to say, the Rippels are very happy with the results they are now seeing. And Infusionsoft finally has the proof (not to mention a new attack plan) for how we are doubling the sales of small businesses.

Now...let's get you on the same path!

"...all they did was use Infusionsoft to fix the greatest (and most common) of all small business downfalls: the lack of follow-up."

CHAPTER 5



PUTTING YOU ON THE PATH TO DOUBLING YOUR SALES

It's tough not being able to sit down with you one-on-one to review your individual business needs. It's even more challenging to help hundreds of small business owners who are at various levels of experience with marketing and their Infusionsoft application.

In order to help you find only the content you need, this chapter of the book is:

- Split into 8 major sections (things you must do to double your sales with Infusionsoft)
- In Q & A format for easy searching purposes
- The same stuff we did for All About Spelling
- Very detailed so new marketers and Infusionsoft users can benefit, and extremely comprehensive for everyone
- Full of extra tips and stories that may help you better understand what you need to achieve

As you already know, **Infusionsoft is GUARANTEED to double your sales within 12 months**. However, the power of the software is only valuable if it's used. Here are the 8 simple steps for driving endless profits and completing the Double Your Sales Guarantee.

- ☐ Employ at least one automatic Infusionsoft nurturing sequence for customers.
- ☐ Post at least two Infusionsoft lead capture forms "above the fold" on high traffic pages of your website.
- ☐ Employ at least one automatic Infusionsoft nurturing sequence for prospects.
- ☐ Employ at least one automatic up-sell sequence for customers.
- ☐ Make use of the Infusionsoft affiliate program to grow your business through partners.
- ☐ Sell your products or services through the Infusionsoft shopping cart.
- ☐ Utilize at least one up-sell technique in the Infusionsoft shopping cart.
- ☐ Send a broadcast promotion to your prospect list at least once a quarter.

Note: I want to make one more disclaimer before you get to the meat of the book. The Rippels did not implement ALL of our recommendations. And that's okay. It just shows you that you don't have to do EVERYTHING at once to be successful.

Okay, go ahead and dig in!

SECTION 1



CUSTOMER NURTURE SEQUENCE



Requirement: Employ at least one automatic Infusionsoft nurturing sequence for customers.

Q. What is a nurturing sequence?

A. A nurturing sequence is the continuous, follow-up marketing you provide your customers and prospects. It is the slow process of educating your prospects and customers about the value, benefits, and uses of your products or services.

Q. Why do I need to create a nurture sequence for my customers?

A. Nurturing sequences should start the moment you collect someone's contact information and continue forever. Even after they buy!

One of the biggest mistakes small business owners make is getting a sale and then never communicating with their customers again. And then, while the business owner is off finding new leads, their past customers are feeling neglected and wind up giving their business to someone else.

In fact, the #1 reason customers don't buy again is indifference, which comes from the lack of follow-up from the business. They've just given you their hard-earned money. If they don't feel appreciated for their patronage, they'll find someone else to give their money to next time.

By **consistently** showing your customers you care... and by regularly updating them on the benefits of your product/service...you'll be forming relationships that will continue to drive more sales.



All About Spelling: AAS experienced a 50% drop off in purchase from one level of their program to the next. And it wasn't because their program didn't work. Quite the contrary. They've achieved amazing results with their spelling program. They just didn't have a way to stay in front of their customers once a purchase was made. And without keeping in contact, the Rippels were losing their chance at repeat business.

Q. What should my customer nurture sequence look like?

A. Your messages to your customers do not have to be complex. And you don't have to be a brilliant marketer to plan a nurture sequence.



Here is a quick, easy way to begin your sequence after someone buys:

Day 1 – Email or letter that says, "Thank you for business, we love you, stay in touch."

Day 5 – Email, letter, or voice broadcast that says, "You just bought from us, how can we help you?"

Day 10 – Email, letter, or voice broadcast that says, "Did you know we also offer..."

Day 14 – Email, letter, or voice broadcast that discusses the roadblocks customers run into over and over. Discuss these and overcome the challenges before they creep up. This step helps you reduce the amount of effort you expend in customer service.

Day 21 and on – Continue to provide value.

There is no perfect "look" for nurture sequences. And you may need to test a few ideas. But one thing you most certainly want to include is the traditional "Thank-you and Welcome to the Family" letter or email. Let your customer know you truly appreciate their business. And you will start seeing amazing results!

Q. What if I don't know how to write copy?

A. Don't worry. Just make it simple and be yourself. The one thing your customers are looking for is a relationship with you...the real you. Write in the way you feel most comfortable.

However, when communicating with customers, you should have one outcome in mind: get them to buy from you (again). And you'll achieve that outcome if you focus on these three areas:

- 1. Eliminating buyer's remorse.** Your nurturing sequence should confirm the purchase in your customer's mind and make them realize they made **the absolute best** decision.
- 2. Educate and engage.** If you expect customers to buy from you again, you must give them a reason to do so. Providing them with usable, educational information will create feelings of appreciation...

and...obligation.

When your customer is in need of your products or services again, by default, they'll come to you.

3. Request testimonials. If someone is fired up about what they bought, they want to talk about it. So utilize that in your marketing efforts. Take the time to request testimonials. And be sincere in your request. People respond to sincerity. And by asking someone to provide you with a testimonial, you're getting them to ask themselves why they use your products or services. (Which is a great re-selling technique.)

In the end, what you write doesn't have to be a work of art. But you need to be consistent in your efforts. Don't give your customers a chance to forget about you. Just make sure you're staying in touch. And, don't let your lack of copywriting experience hold you up. Understand that doing *something* is almost always better than doing *nothing*. If you don't know what to write, remember the guru's mantra – "Just Make It Up" – works every time.

Q. How does automation fit into this process?

A. Truthfully, you don't have time to stay in continuous, effective contact with ALL of your customers. And yet, that is the one thing that will separate you from the other businesses selling the same products and/or services.

By automating your follow-up, you're giving yourself the chance to stay in touch without doing any of the work. Simply write the sequence once and you're done. Your customers will receive perfectly orchestrated (and relevant) sequences when they need them most.

And even though this is happening automatically (Infusionsoft is running this campaign without you) and YOU may feel it's very impersonal – to the person on the other end, it actually feels very real. What you're doing is starting, creating, and nurturing a relationship with everyone who engages with you. They don't know that your sequence is automated.

In fact, before they become customers (and learn about automation), many of our prospects respond to our automated messages because they think they're personal communications.

Q. How do I get the customer nurture sequence set up in my Infusionsoft application?

A. For the answer to this question, I'm going to direct you to the Fusebox (your online support center). It's not a complex process, but there are a few steps involved...and that's what the Fusebox is for.

The Fusebox can be found directly through your application, or at: **www.help.infusionsoft.com**.

SECTION 2



WEBFORMS



Requirement: Post at least two Infusionsoft lead capture forms "above the fold" on high traffic pages of your website.

Q. Why do I need webforms?

A. The first reason for a webform is lead capture. If you are a business owner and you are:

- trying to grow your business on the web
- using SEO to increase rankings
- blogging to drive traffic to your site
- spending money on PPC advertising
- using affiliates to drive traffic to your site

then you **need** webforms. If you are spending ANY money or effort driving traffic to your website, then it needs to be doing something for you. Specifically, it should be collecting lead information.

If there is no form, visitors have to find a phone number or email address to contact you. And by then, chances are you've lost them.

But, if everywhere they go on your site there's a chance to opt in...for valuable information, a free product, a free service, etc....they'll be hooked. Give them something they want, and they'll willingly provide you with their contact information. And then you can start marketing to them.

The second reason for webforms is to gather data. The more you know about a visitor to your site, the better prepared you'll be to market to them.

Everybody knows, the more specific your message is, the more effective your marketing is going to be. Let me give you a quick example:

If you're a veterinarian, and you have a visitor who downloads a free report about the best dog foods, you can safely assume your visitor has a dog. Then, when you reach out to that visitor, your subject line can include a specific message. Rather than writing a generic message like:

"Has your pet been seen by a vet lately?"

you can write something much more likely to be opened by your recent website visitor. Something like:

"Your dog could be at risk for Cushing's disease."

What's Cushing's disease? That's not the point. The point is: the more targeted your message, the more likely to be read. And the more data you collect from a person, the more tailored you can make that marketing message.



All About Spelling: One of the ways we improved webforms for All About Spelling was to add a radio button asking whether the visitor was a home school teacher or classroom teacher. Armed with this information, All About Spelling is now able to market specifically to those individuals.

Q. What should I be offering to get my visitors to fill out a webform?

A. Keep this little thought in mind: no one wants to give you their contact information. Even if they're interested in your business, there is always a fear that you will turn into a spammer, sell their information to another business, or even somehow steal their identity.

That being the case, you must offer something valuable enough that the person is willing to part with their personal information. What that "something" is varies on the type of business you own. But to get you thinking in the right direction, here are some lead generation ideas that have worked for us and some of our customers.

1. Free reports. Nobody knows more about your business than you do. And when someone is searching for a solution to their problems, they'll be glad to receive any knowledge you're willing to impart.

Infusionsoft has a list of 10 free reports, including: *Effective Follow-up Marketing*, *38 Ways to Double Your Sales*, *How to Use Webinars*, and others. For small business owners (our target market) this is a gold mine of information.

All About Spelling offers *20 Best Tips For Teaching Spelling*. And teachers struggling to teach spelling to their students can't wait to get their hands on it.

Dentists could share proper brushing techniques. Real estate agents might want to consider sharing the *Top 9 Things that Could Hold Up Your Sale*. Car dealerships might consider best car maintenance ideas.

And, of course, at the end of each free report, direct the reader back to your services.

2. Newsletters. If someone finds your site beneficial, and wants more information, a newsletter would be the perfect solution. Once someone signs up for a newsletter, they are **waiting** to hear from you

again. (Making you the best kind of marketer.)

Just be sure to load your newsletter with valuable, interesting information that keeps your subscribers hooked.

As a small business owner, you may have seen the Infusionsoft "Vault." Each "Vault" is stocked with: a message from the president, a marketing tip, info about upcoming Infusionsoft events, info about other events small business owners might want to know about, and tips and tricks for growing your business using Infusionsoft. Only content an entrepreneur would want to see is included.

3. eBooks. eBooks seem to be the lead generation tool of choice right now. When a free report fails to attract enough attention, an entire book (given away for free) seems much more beneficial.

eBooks are nothing more than glorified free reports. You're still sharing what you know (and prospects do not) but in this case, you're just offering more of it.

4. Other lead generation ideas include: forums, free gifts, coupons, etc.

Q. What if I'm not a good writer? What can I do for lead generation?

A. This is one of the first stumbling blocks people run in to. They think, "That's a great idea, but I don't have any free reports. I don't have any free eBooks. I'm not a writer. What am I going to do?"

The bottom line on this...sit down and spew out what you would say. Don't worry about the copy style. Don't worry about anything else. Just write the message!

What you might want to do is take a recorder with you when you meet with a prospect and record that conversation. Record that pitch. If you're not the one who gives the best pitch, record your best sales person giving the pitch for whatever product or service you sell. (Not necessarily the sales part of the pitch but the benefits.) And you can surely pull out of that some tips or insider information from your industry that you can share in your free report.

And a free report doesn't necessarily need to be 30 pages long. It could be a couple of pages. If it has enough valuable information that someone wants to give you their contact information for it, then that's all it needs to be.

The other option is to actually record audio. This free report doesn't have to be in writing, it could be a recording. Record yourself, a conversation, or interview between you and one of your customers. An interview gives people an inside look into your business. Prospects can hear the benefits and what they'll be getting...and they'll get to know you.

And ultimately, if you really don't have time and don't want to do this...there are tons and tons of resources on the web that you can buy. You can find a free report and brand it with your logo. You can provide a free gift, coupons, or trial offers. There are all types of things you can do to capture lead information.

Q. Where should I put the webform?

A. One great way to determine where this information should go is to look at your website analytics and find where the highest entry is coming from. In most cases that's going to be the home page. But that's not **always** true. If you have partners driving people to specific pages, you might have pages that get a fair amount of traffic you're not capitalizing on.



All About Spelling: When we looked at Google Analytics for All About Spelling we focused on the pages where AAS offers free spelling lists. And those spelling list pages showed up high in their rankings. People come, copy the free spelling list, and leave the site.

Knowing this, I encouraged Greg and Marie to give the first 2 or 3 spelling lists away for free. And then on the 4th one or the 5th one, have a form that asks for contact information. When the visitor returns (and according to Google Analytics, they do) AAS can capture their information, market to them, and possibly make a sale when they were just giving stuff away before.

Also, when deciding how to capture information, look at the significance of each webform. On the home page you might want to offer something different than a product page. Look at the high traffic sites and then make an offer most relevant to those pages.

Now to follow this requirement exactly, you need to place your two webforms "above the fold" on your pages. This term comes from the old days of print newspapers. An article or an ad placed "above the fold" was literally above the point where the paper was folded – in other words, prime real estate. On the web, "above the fold" refers to the part of a web page that is above the point where you have to scroll. So, you want your most important content (your lead capture webforms) to be "above the fold" – accessible to your visitor without having to scroll.

Q. How do I get the webform posted on my site?

A. Super simple. Create the webform in Infusionsoft, then save it. Once you hit save, Infusionsoft creates html code in your window. Just copy that code and post it to your site.

You only need enough knowledge about the coding of your site to determine, "If I paste this here, what will happen?"

Plus, Infusionsoft has added a cool, new feature. You now have the option of hitting the "Send to my webmaster" button and having the html code instantly emailed to your web person.

SECTION 3



PROSPECT NURTURING SEQUENCE



Requirement: Employ at least one automatic Infusionsoft nurturing sequence for prospects.

Q. Why do I need a nurturing sequence for my prospects?

A. People don't always buy when you want them to buy. Sometimes, the timing just isn't right. So, what you need to do is stay in front of your contacts all times. Then, when the clock strikes midnight for that person...the purchase happens.

Now, it has to be a **nurturing** sequence, because if you are just pushing, pushing, pushing, selling, selling, selling, you're going to push the person away even more than if you hadn't spoken to them in the first place.

I've heard people liken this to the dating experience. If you start a relationship with a new person, that relationship is about sending flowers, writing love letters, doing whatever it is you do to nurture that relationship. If you start off by asking the person to marry you (and every time you engage with that person, you ask the same question) guaranteed... they are not going to marry you. You have to spend time on the relationship. That's the key.

Q. How do you nurture your prospects and build the relationship?

A. By offering valuable information. Educate them on your industry. Ideally, the more they know about your industry, the more they will want to buy your product. Another part of the education is helping your prospects realize that they need your product or service. Sometimes they don't even realize they have a problem that your product solves. So, remind them of the pain they feel every day from not having the right solution – your product or service.

Think of the ways your customers and prospects are going to get value from you...from the **knowledge** you have. Not necessarily your product or service. Those are benefits that will come from further engagement with you. But initially, it needs to be value they can get from you **and use** whether they purchase from you or not.

Q. How many nurturing sequences should I have?

A. Depends on how many products or services you have (or categories of products and services you have).

When you drive traffic to your site, those people (at least a small portion) will become customers. Those

that don't buy now, at some point in time might buy. If you're not in front of them when the timing is right, you're not going to get their business. So, in whatever manner you get contact information, don't miss a chance to send a follow-up message targeted to those individuals.

Q. What should my prospect nurture sequence look like?

A. To make this easy, your prospect sequence should:

1. Educate and engage the prospect.

Your prospects should feel as though you are the superior source of information in your industry. Educate and engage your prospects so they believe you to be the authority.

2. Stay in front of your contacts.

They should know who you are the moment they receive any communication from you.

With those two goals in mind, create your sequence in the best manner to reach your prospects. That could include emails, letters, voice broadcasts, faxes, gifts, etc. The message will depend entirely on what will most benefit your prospects.



At Infusionsoft, most of our prospect sequences look like this:

Day 0 – Download free report or eBook

Day 0 – Confirmation email

Day 2 – Email asking if they read the report

Day 5 – Email reinforcing the benefits of the report, asking to attend an Infusionsoft demo

Day 6 to 48 – Weekly educational "Fix your follow-up" emails

Day 48 to 413 – Weekly marketing tip emails



We drew up a similar sequence for All About Spelling:

- Day 0** – Download the free report
- Day 0** – Confirmation email
- Day 3** – Email asking if they read the report
- Day 7** – Email sharing the benefits of the program, asking them to buy
- Day 15** – Email letting them know of a special offer if they buy
- Day 21** – Email letting them know the special offer is ending
- Day 28 to 393** – Weekly spelling tips email

Q. What pre-planning do I need to do?

A. I've given you several sequence examples. But you need to take the time to sit down and figure out the ideal situation for YOUR prospects.

If someone shows up at your site or calls you, what is the ideal situation for carrying them from prospect to customer? Then duplicate it. Do the same with your customers. Create a scenario when someone buys. What happens after they buy? How do you up-sell them? How long do you expect to keep them as a customer?

Plan out all that stuff. Make a mind map or flow chart that contains all your thoughts. Next, create a follow-up sequence to execute the process flawlessly to every single prospect, every single time. Then it's just a matter of implementing your plan into the software.

Q. How many ways can I connect with my prospects?

A. How about a million and one?

Standard follow-up formats consist of: email, voice broadcast, faxes, letters, and direct mail. Each of these have their own benefits, and should be used together. But...don't limit yourself on what you can be doing.

I think more people should be using video and audio to reach out. It's fun. It's interesting. And it's another way to connect with your contacts. Social media has given us more ways of connecting. I recently wrote a script that allows Infusionsoft to utilize the Twitter API to send out auto-tweets as part of a follow-up sequence. (If you didn't understand that, check out Twitter.com.)

When promoting "The Edge of Success Contest," we asked contestants to submit a video. As you already know, that's how the Rippel's entered the

contest. But many of our prospects really got behind the project and turned out amazing things. (To see all of the videos, visit YouTube and type in "edge of success.")

Teleseminars provide another means of communication. They're easy, inexpensive, and if you can get a bunch of your customers together, they get to learn more about you. Learn who you are. You do one presentation, but your efforts are multiplied by the number of people who join you. Plus, I'll let you in on a little secret. You can easily record teleseminars and utilize the content in follow-up sequences or sell the content depending on the business you're in.

Q. What is the benefit of using multi-media sequences?

A. Multi-media is important for a few reasons:

- 1. Most people have been overloaded with one media type or another.** The obvious one is email. 95% of all email sent right now is SPAM. And so, if you look at it that way, you know that people have to sift through 100 emails to get 5 that are worth anything. If you're just throwing one more email into that mix, chances are, they won't see it, read it, or take action from it. But if you send that email and then you send a voice broadcast and then send a fax, your chances of getting in contact with them are now higher.
- 2. You want to reach people in their preferred medium.** Some individuals sort carefully through their letters. Others only want to communicate through email. And still others are tied to the phone. Multi-media sequences ensure you're reaching all of your contacts in the way they like best. (And feel free to ask them what that method is.)
- 3. Recent research shows that young adult crowds are responding well to direct mail.** My guess is that they're not used to it. It's something new. They're so overwhelmed with email that getting something in the mail is actually exciting again. Don't discount direct mail until you've tested it and determined that it doesn't work for your market.
- 4. You can now start reaching out in other ways as well.** Which means you can become a pioneer of new marketing strategies. One I can think of off-hand is SMS text messaging. This is not officially integrated through Infusionsoft yet, but you can find vendors to provide those services for you and Joe Manna posted an article on our blog about how to simply integrate one of these vendors with Infusionsoft. It's just one more way you get your message to the right person at the right time.

Q. How do I create a prospect nurture sequence in my Infusionsoft account?

A. Again, I am going to direct you to the Fusebox. It is the BEST place to go to get fast, effective training on the power and use of your Infusionsoft features.

However, there are a few email marketing tips not in the Fusebox that I want to address:

1. Subject Lines. Email marketing is a powerful tool. But, your success with email-based campaigns can be determined by the subject lines you write. Make them interesting. Once you've written a subject line, read it to yourself, and then ask, "Would I open this?"

If you're not sure, ask the people around you. Split test your campaigns. Read what other people are using. And...avoid SPAM words at all costs.

2. Sender. It's important that you send emails from the person whose name is most likely to be recognized. If you have sales reps, it might be good to have the emails come from them. If you're a smaller business and you are part of the brand, then the emails should come from you. That way, your customers and prospects can maintain that personal connection.

And if you get so many replies you can't respond to them all, you may want to set up a different email that doesn't come through YOUR email box.



All About Spelling: When AAS sends out emails, they all come from Marie. And more than that, she signs them all the same way: "Make spelling a joy!"

– Marie.

SECTION 4



UP-SELLING SEQUENCE



Requirement: Employ at least one automatic up-sell sequence for customers.

Q. Why should I implement an up-selling sequence?

A. Every time you acquire a new customer, you should be thinking about their lifetime value. But too many small business owners get caught up in the immediate sell and neglect the value of their existing customer base.

If this is you, change your mindset. You should view **every** customer as a lifetime customer. For example:

If you sell someone a product for \$10, you could think, "I sold to that customer. They were worth ten dollars to me."

Or...you can calculate the value of a "lifetime relationship." So, if this person is your customer for 3 years and in that time they buy your \$10 product on 15 separate occasions, now that's a whole different scale of revenue.

So the purpose of this sequence is to continue to sell to your customers or up-sell them on a higher priced product or service.

Q. Can any business up-sell?

A. Absolutely. Most people think of the up-sell as getting people to a higher price. It doesn't have to be that. It could simply be repeat business or buying additional products/services. As long as you are getting more value from your customer, you're successfully up-selling.

Take a look at a few of the more challenging up-sells:

Real Estate. This may seem like a tricky industry. After all, once someone agrees to buy a house, they don't need another one...right? Well, no. But that doesn't stop you from offering to do the mortgage and homeowner's insurance, too. Sure, you're going to outsource these things, but with the right partners, you could be collecting a referral fee.

Or, how about a wedding photographer? Now, a wedding is a one-time deal. But if your customer bought the standard wedding package, they may be interested in a DVD of all photos, a website dedicated to their memorable day, or a life-size portrait of the bride (yuck!).

Q. Won't up-selling make my customer angry?

A. One of my favorite quotes is by Zig Ziglar. He said, "Timid salespeople have skinny children." To grow your business, you have to sell...and then sell again. Your customers will only be angry if they don't like your product/service, or you drop the ball.

But, if you continue to provide value and service, the up-sell is just another way for you to build that long-term relationship with your customer.

If, on a rare occasion you do come across a grumpy customer, someone who does get testy about the up-sell, don't worry about it. They're not working on the other side of the relationship and you don't want them as a customer anyway.

Q. What should I say to get people to up-sell?

A. This all goes back to salesmanship. The best and fastest way to up-sell is to talk about the benefits. What you write or say depends on your style, but the basic format says, "Product A is amazing, but did you know with Product A you can add..."

If you'd like someone to purchase from you again, use the power of segmentation. Find all the individuals who bought Product A and send out an email that says, "Hi. You recently purchased Product A. I think you would also enjoy Product X. After all, Product X has..."

Or, "You bought Product A a few weeks ago. Did you know we're having a sale? You can purchase Product X at 25% off."

I think you get the point. Reiterate your benefits. Re-educate. Say what you said before. If they don't go for it, don't wet your pants. It's not the end of the world. You still have more leads.

Q. How do I include the up-sell sequence in my Infusionsoft account?

A. Once again, go to the Fusebox (your support center). The Fusebox will provide you with all the tools you need to create a sequence and give you some ideas of when to use it.

SECTION 5



AFFILIATE/REFERRAL PROGRAM



Requirement: Make use of the Infusionsoft affiliate program to grow your business through partners.

Q. Why do I need an affiliate/referral program?

A. Isn't it true that the vast majority of your **easy** business comes from referrals? When people receive a recommendation from their friends or family, the buying barriers come down. They're much more willing to give something a try.

You know, it's kind of sad, but most of us are waiting to be "burned" by a bad buying experience. Referrals minimize that anticipation and prospects come to you with hope rather than suspicion.

When you automate a positive buying process, and give your customers an incentive for providing you with referrals, you'll get more business.



All About Spelling: In the first couple of weeks Greg and Marie had a working affiliate program, they closed 49 sales they would not have gotten otherwise.



Infusionsoft: 40% of our customers have come from referrals.

Q. Will my affiliate/referral program work?

A. Depends on your product, services, and profit margins. You've got to find a program that works for you. But keep in mind you can change your affiliate program based on various people. If someone sells a lot more, you can set up higher commissions for them. You can set up a whole separate program for those people.



All About Spelling: AAS offers 15% of the purchase price for each sale.



Infusionsoft: We offer our affiliates 10% of the upfront cost of our software.

Q. How do I let people know about my affiliate/referral program?

A. Automatically. Start with your customers. In one of your nurturing sequences, send them an email inviting them to become an affiliate. When someone buys, you might choose that moment to send an affiliate

invitation. You can do that through all the methods I talked about (email, voice broadcast, fax, or letter).

Another thing that's great is social media. It can be really beneficial to your business. Network on FaceBook, Twitter, etc. and word about your affiliate program will get out faster. My script that integrates Infusionsoft and Twitter automatically sends affiliates their affiliate link via Twitter and asks them to re-tweet.

Q. How often do I need to communicate with my affiliates?

A. As often as you need to keep them going. Gage the amount of business from referrals and if that amount slows down, get in contact with them. Do whatever it takes to get your affiliates excited about your business again.

- Remind them of the benefits of your product/service
- Remind them of the benefits of their referral commissions
- Hold a contest with all your affiliates as an extra incentive
- Make it easy for them to refer by providing them with resources.

Q. What resources can I provide them?

A. Your Infusionsoft affiliate module provides you with a resource center your affiliates can log in to. Provide them with banners and links they can use to direct people to your site. One banner posted on someone else's site could drive all kinds of traffic to yours.

You might consider providing your affiliates with emails they can broadcast to their own contacts.

Give your lead generation tools (the free reports, eBooks, etc. that point back to you) to your affiliates. As long as the call to action pulls people back to you, there is no reason your affiliates can't use YOUR lead generation tools as well.

The less work your affiliates have to do, the more likely they are to do it.

Q. How do I set up my affiliate program in my Infusionsoft account?

A. You know the answer to this question. Fusebox. However, of all your "Double Your Sales" requirements, this is one of the trickiest things to set up. I also suggest you call support.

SECTION 6



SHOPPING CART



Requirement: Sell your products or services through the Infusionsoft shopping cart.

Q. Why do I need to sell online?

A. If you want to compete in today's economy you **have** to compete online. If you are of the mentality that you can sell everything inside your shop – then you are shooting yourself in the foot. There are customers all over the world. And if you're not online, then you are missing out.

Here's an example: look at Netflix. If you go into a store and look for some obscure film, you won't find it. But Netflix is selling to a global economy. There's a whole lot more people to sell to. That means they can have more products, because they have a larger customer reach. They won't be wasting money buying random videos few people have ever seen.

Point is: start selling online or kiss your potential sales good-bye.

Q. What if I don't have products or services to sell online?

A. Then you're missing out. If you're in business to make money, then make it. Find something you can sell.

Worst case scenarios:

- Write an eBook about your industry and sell it. (Yes, you use eBooks for lead generation, but you can sell them, too!)
- Sell t-shirts with your logo and a cool tagline.
- Sell a subscription for your newsletter.

Even if you offer services, let someone purchase a service and pay for it online. (Of course, make sure you fulfill on that purchase.)

Now, I'll admit, there are some businesses (rare cases) for which this doesn't make sense. In those cases, you may not need to set up a shopping cart, but you still need to process payments inside of Infusionsoft. There are huge benefits to doing this: segmentation, recurring billing, etc.

Q. How do I get my shopping cart set up?

A. Oh, boy. You know what I'm going to say. Go to the Fusebox. (Or contact your setup consultant.) The general idea is that you set up your merchant account, set up your products, and then add the appropriate links to your cart.

It takes a little bit of effort, but the Fusebox and/or your consultant can help you.

SECTION 7



SHOPPING CART UP-SELL



Requirement: Utilize at least one up-sell technique in the Infusionsoft shopping cart.

Q. What do you mean up-sell in my shopping cart?

A. The up-sell is one of the coolest features in the Infusionsoft shopping cart. You can up-sell in many different ways. You can have automatic up-sells that show up in the cart depending on which products your customer has already selected. Or, if there is nothing in the cart, there could be an up-sell to add product A. If they added product X then there can be an up-sell to add product Y. And so on.

Q. Why is this the best place to up-sell?

A. What you want to do is create a buying frenzy. Look at the way people behave during the holidays. Yes, they have a lot of purchasing to do. But they also buy things that aren't necessarily gifts. Why? Because they are in a buying frenzy.

If you can achieve that in your shopping cart, you're going to generate a whole lot more money. Consider...by the time a customer adds something to their cart, they are already sold. It's not that far of a stretch to buy something else. They already said yes once. It's not tough to get them to say it again.

The shopping cart up-sell will help you increase your revenue with little to no extra cost.



All About Spelling: With this strategy, AAS increased their average sale price by 16%. Sometimes massive efforts are taken to increase sales that much. A simple (automated) addition to the shopping cart, and they're pulling in better sales numbers than the massive, marketing campaigns of many major corporations.

Q. How do I implement the up-sell in my cart?

A. Go to the Fusebox. Or your setup consultant. This is not something I expect you to figure out on your own. Of course, once you do (and you see that extra revenue come rolling in) you're going to master the art of up-selling very quickly. The basic idea here is to go create a "promo," then define the criteria for when this promo shows up in the cart. The criteria can be based on cart contents, cart order total, a date range, customer's name, basically anything you want.

SECTION 8



BROADCASTS



Requirement: Send a broadcast promotion to your prospect list at least once a quarter.

Q. What do you mean by broadcast?

A. A broadcast refers to any **single** fax, voice broadcast, or email you send out to your contacts. In other words, it's any communication you have with your contacts that is not part of a pre-planned sequence.

Q. If I have follow-up sequences in place, why would I need to broadcast?

A. Let me explain this by using an example from Infusionsoft.

I told you a minute ago that any prospect who does **not** buy Infusionsoft within the first few weeks of interacting with us is added to a 52 week campaign. In that campaign, they receive a weekly marketing tip. Which is great.

But, that's not all we send to our prospects. A weekly tip doesn't do much to build the relationship. And our prospects might benefit from so much more. So, in addition to their weekly email, we occasionally send a broadcast letting prospects know about our free upcoming events, a special offer, our newsletter, etc.

And we do the same for customers.

Broadcasts should be used for those special moments of interaction with your prospects. To fulfill the DYS requirement, you need to send a broadcast telling your prospects about a special promotion. It doesn't matter what the promotion is. Just make sure you occasionally (at least quarterly) reach out to your prospects with a sales opportunity. This lets them know that you are working for them to make the purchase of your product easier.

Q. Who should I send the promotional broadcast to?

A. This is a great time to use your segmentation tools. With a little bit of work, you can send targeted, specific promotions to the various customers and prospects in your database. For prospects, you might say:

- Become a new customer and you'll receive _____ for FREE!
- Right now when you purchase, you'll receive a new customer gift from us!
- Interested in our product/service but not ready for it yet? Product X is a risk-free, smaller version that you can get with this special promotion.

- Please join our free teleseminar, webinar
- Etc.

And then when the person buys (or attends an event), wow them with your customer service, keep in touch, and you'll have a lifetime customer.

For customers, you could use an up-sell promotion, invite them to a free event, ask for referrals, or ask for testimonials. As long as this is something outside of your regular sequence...and it leads to an eventual sale.

Q. How do I send a broadcast?

A. This is the easiest thing to do with your Infusionsoft application. Simply create a new template, find the people you want to send it to, select "Send a Broadcast" from the action dropdown menu, and you're on your way. For a more detailed explanation, go to the Fusebox. But you should be able to complete it in just a few minutes.

LET'S WRAP IT UP

Yes, it really is THIS easy. This is why Michael Gerber has called Infusionsoft "a gift from God."

With Infusionsoft, you will easily overcome the threatening components of the storm and be free to manage and grow your business. With just a little bit of effort, you could be spending time serving your family and community, and living the life you dreamed of when you started your business.

Infusionsoft is an amazing business growth tool. Plus, we have created and we continue to create mountains of resources for getting the guidance, training, and help you need to get the most out of Infusionsoft.

Remember, this process is going to take some work and some dedication, but once you have Infusionsoft working for you, you will always be surfing the perfect wave – the wave of endless profits.

Good Luck!

– Tyler

APPENDIX

More Infusionsoft Resources For Helping You Grow

Fusebox: The Fusebox provides you with the best help for your Infusionsoft application. In the Fusebox, you can search articles, watch videos, read the comments of other users, and post any concerns you might have.

The Fusebox can be found directly through your application, or at: www.help.infusionsoft.com.

Infusionsoft Community: This is YOUR spot for getting connected with other users, learning from them, sharing what you know, and finding out new ways to use Infusionsoft to grow your business even more quickly and efficiently.

Access the Infusionsoft Community at: <http://community.infusionsoft.com>

InfusionCon: At our FREE, annual user conference you will receive Infusionsoft training you won't find anywhere else. Walk away with a new sense of empowerment and all the tools you need to make the most of your Infusionsoft application.

Find out more about InfusionCon at: www.infusioncon.com

Resource Directory: As incredible as you are, sometimes you need additional skills and support. The Resource Directory helps you find the right partner to meet your specific needs.

You can find the Resource Directory at: www.infusionsoft.com/directory



