
THE EMAIL EXPRESS

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How To Increase Your Conversions And Get Your Downloads Working For You – GUARANTEED

A major strategy for most Online Marketing coaches is to teach the tactic of creating a free report or a PDF e-book and load it onto a website to entice prospects to sign up. The prospects are then added to a list and can be sent various email messages over time.

It's a way of LIST building.

This strategy has served me well too but there are additional steps missing which you are not told about by most online marketing gurus.

Yes, that's right they only tell you the simplistic form of this strategy because that is what they learned. But did they learn correctly?

You see there are only two ways to learn.

1. Experience for yourself; or
2. Be taught by someone.

The first way can lead to long enduring experimental stage of learning which very quickly can lead to anguish and cries of help.

Which leads into why many choose to adopt the "I'll be taught method."

This method is quite profitable but only if a person chooses the right teacher/mentor/coach.

What if the teacher has learned bad ideas or bad habits or has not been exposed enough to the 'experience' that they really can't tell you what should and what should not work with authority.

You need to understand...

Email marketing is more than List Building.

It's more than sending out a few emails a year.

It's more than dropping by occasionally in someone's inbox and hoping they will react.

To effectively email market you need to be **Consistent** and **Persistent**.

Email Marketing IS ABOUT:

1. **The List;**
2. **The Relationship With Your List**
3. **The Offer You Are Making To Your List**

You see...

I've been told by many people that they download e-books, tens and tens of e-books, which they have the intention of reading at some stage but never, get around to it.

Why heck, my hard drives are full of once exciting titles I could not wait to get hold of. Titles that screamed out at me to take them home immediately. Many have cost me money too.

But alas only a few are ever really read, digested and acted upon.

Because...

The authors have missed the real point of grabbing my email address and using it when I am hot and heavy.

I mean, I downloaded the book, have it on my hard drive. I may have even printed it off.

But the authors are missing out on relationship building because they are not following up with me in relation to the CONTENT.

Let me explain...

Many 'after download' emails I receive from sites are asking me to buy, join, attend, engage in some other pursuit which may be related to the e-book I downloaded but it was the e-book which got my juices flowing. The very thought of not having it rushed through cyberspace to be alongside my icons and folders creates an anxiousness I couldn't bear any longer.

I wanted to have it.

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Now don't get me wrong here.

I am not saying you don't write the free report or the e-book.

Please, please write but follow these tactics to build stronger customer relationships and increase conversions.

Here's how you can create your own client attraction strategy to help you skyrocket your relationship with clients:

1. **Subscribe to an email**

marketing sending program which includes an autoresponder system. An autoresponder system allows you to pre-set emails to go out at a periodic interval when someone opts into a list and downloads your free report or e-book.

The email marketing system I use and recommend is SmartEmail.



<http://budurl.com/SmartEmailSystem>

2. **Create a sequence of email**

headings you can send out to your optins. I have found by using the tips you supply in the free report or e-book or the chapter titles work best.

For instance in my e-book "7 Killer Tips To Get Your Emails Read" optins will receive 10 emails after

the download which take them through the "7 Killer Tips."

3. **Create the content** to accompany the email headings. You have already done this really. It's about abbreviating your chapter titles and providing enticing copy for the reader to be intrigued.

The idea is to help people who have downloaded your material understand what's in the free book or e-book they downloaded. The content of these emails need to contain enough information to make the reader take action.

By providing valuable email subject lines and worthwhile actionable content the reader will be likely to follow your instructions.

Remember people have already given you a certain amount of trust by providing you with their email address. Give them something back for this privilege beyond the downloaded material.

4. **It's OK to** program some items for sale or added value items to this 10 part email sequence.

But be careful.

The sales should be gently woven into the email sequence to appear seamless and natural.

Rather than smacking your optin with a 4" x 2" piece of wood with

over the top sales hype, ensure if you are offering upsells, coaching programs it reads as if there is extra they could benefit from.

5. **At the end of** each lesson, add, "In the next email you will receive..."

This will keep the reader engaged and eagerly awaiting the next email.

Format and upload your autoresponder series. You can then track the Open and Read rates. **(Contact me if you are not sure what I mean here).**

Ideally, you want your prospect to receive one email from you for 8-10 days.

6. **Throughout your email**

autoresponder sequence add upsells, cross-sells, down-sells; it doesn't matter what you call them. Your optin is hot and heavy in these initial days so be courageous and tell them what else you do.

7. **Once the sequence** is over continue sending to this list people about other items pertaining to the subject they downloaded. This is why segmenting is so, so important in email marketing.

8. **Do not underestimate** the need to continuing selling the free offers you have. You need to sell the free items as much as the paid ones.

10. **Check your statistics.** The only way to know if your being

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successful, besides checking your bank balance is to keep track of your results. Your professional email sending service I mentioned back in Point 1 should be able to do this for you. **Certainly Smart Email can.**



<http://budurl.com/SmartEmailSystem>

Whether you create a 'Report' an 'E-Book or even a small online 'E-Course' the point I am getting across is to have a series of emails to connect with your optin in the 8-10 days following their action.

Follow these 10 tips and watch your conversions increase.

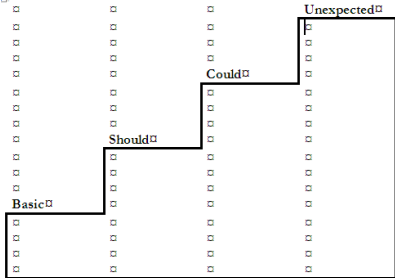
The Four Steps Of Customer Service Value

To be in tune with your customers you need to have a understanding of how they view customer service.

As was quoted by Juran:
"Good Customer Service is whatever the customer says it is."

But there are steps we should keep an eye out for.

Or more importantly we should always attempt to climb the Customer Service Value Stairs.



The Four Steps Of Customer Service Value

STEP ONE

'Basic' Level Of Customer Service

The first level or step in the model is about asking yourself, "Am I in business?"

This step is the absolute minimum to be in business.

For traditional businesses it means:

The product ordered through the mail or over the internet will be as promised in the catalogue or sales page.

For a bricks and mortar business, the lights will be on, the doors opened, shelves are stocked, and the salespeople are stationed to serve.

If you are web based business your website has clickable links and they all work as intended.

This really very basic stuff. Like your contact details are current and working.

STEP TWO

'Should' Level Of Customer Service

This step involves the experience a customer takes for granted as part of sound business practice.

It goes beyond having the 'lights on and somebody is home.'

This is where you or sales copy explains the features and benefits of your products and services. These are explained via a brochure, a website or sales staff.

It also means your business will have reasonable selection of items and have appropriately priced goods for level of service provided.

You will have a refund policy like, "In the unlikely event you are not completely satisfied with our xxxxxx simply ask for a refund and we will promptly and without hesitation refund your money. No questions asked."

Your staff will greet with a smile, be courteous and gracious and have the correct information when asked.

Customers can converse with your business at any stage using the format you have outlined.

The 'Should' stage are those things which should be done. The ones which become what is

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known as ‘Just Good Business Practice.’”

STEP THREE ‘Could’ Level Of Customer Service

These are experiences which customers don’t expect but deep down desire.

Staff gives additional information about products and services which are welcomed.

The customer’s experience with you becomes most pleasant. You include an additional bonus not expected.

You give more time, more input, than the customer paid for.

All of these things are added to heighten the relationship with the customer and build a long-term association.

You are looking to make customers a valued client.

This step of customer service value is often overlooked by businesses.

Many believe they are ‘going the extra mile’ by being pleasant and handing over the goods or service but deep down the customer is yearning for more.

Make sure you understand what that more COULD be for your customer.

STEP FOUR ‘Unexpected’ Level Of Customer Service

This is the step which ALL businesses should be striving to achieve.

The surprise experience which adds value for the customer beyond what they would ever imagine.

This is the “**Knock Their Socks Off**” platinum level customer service.

You may give them additional items, e-books, coaching time, and/or additional products.

The point here is to deliver the “WOW FACTOR”.

What could you do to make them say, “**Wow !!!**” “

You want them to say, “Are you sure?” “Is all this for me?” You’re including all this too?!”

The key with the Unexpected Step is to have them telling all their friends about you.

This stage is not to be taken lightly, your customers will soon EXPECT to receive the Unexpected everytime they

deal with you so you need to be continually creative.

For instance you may have an end of year Christmas Drinks for customers. Only the ‘A-Clients’ get invited.

It’s a special night and the invitation is ‘Unexpected’.

But next year it drops down to a ‘SHOULD DO’ in the clients eyes.

Why?

Because they have spent money with you during the year and EXPECT their invite this year.

Now don’t be dismayed by all this. It just means you need to work harder to give them the WOW factor they didn’t expect.

Recapping All Four Steps Again:

| | |
|----------------|-------------------|
| Step 1: | Basic |
| Step 2: | Should |
| Step 3: | Could |
| Step 4: | Unexpected |



Kurt Johansen – Australia’s Leading Email Marketing Consultant To The Small To Medium Business Owner.

kurt@johanseninternational.com.au

<http://www.kurtjohansen.com>