

Autoresponder Bridge Building

Autoresponder #1: Opt-in to Action #1 (typically a first sale)

Action #1: _____

What are the benefits to them of taking action #1?

1. _____
2. _____
3. _____
4. _____
5. _____

What are their current objections/hesitations/beliefs that are keeping them from taking action #1 right away?

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____

What are some other ways they could achieve the benefits of action #1 (competitors), and how is action #1 dramatically different and better?

1. _____
2. _____
3. _____
4. _____
5. _____

Each item listed above can be addressed in an autoresponder message.

Formats:

Q&A: “I just got this question...”

Education: “Many people are confused about the best way to...”

Testimonial: “If you’re considering action #1, you may be wondering why not just (competitor). I recently got this message from someone who...”

Case Studies: “Here’s a fascinating/exciting/instructive/curious/weird example of a company/person/family who had been struggling with (problem) finally (achieving desired benefit).”

Free e-course: 7 steps/secrets/mistakes/opportunities/ways to achieve X

Request for interaction:

Yesterday you visited Leads into Gold and downloaded two free chapters.

I just wanted to ask you, was it helpful? What were you looking for when you came to my site? (If you haven't read them yet, I totally understand. You'll get to them when you get to them.)

If you'll hit reply, I'd love to hear from you. I want to make sure the information on the site is as helpful as possible.

All the best,

Howard Jacobson

Invitation to teleseminar/ask a question

Goody on website: “I’ve created a free report/spreadsheet/tool/white paper that I want you to have.”

Personal story with moral (build a human relationship):

Hi {!firstname_fix}

I was driving up 95 North to Providence, Rhode Island the other day during a classic East Coast traffic jam, and I was just having the darndest time finding a radio station I wanted to listen to. I was in the mood for brain food, not music (it's hard to enjoy a really good traveling tune when your average speed on a 6-lane highway is 19 miles per hour).

Anyway, I settled on a public radio station somewhere in Connecticut that had a noontime feed from the University of Texas called 'Engines of Our Ingenuity,' about the history of scientific advancement (talk about mission-driven vs. market-driven!). I caught just the tail end of the show, which was discussing acceleration (the irony, right!). The moral of the story was that the concept of acceleration was too hard for even the smartest mathematicians to deal with until Sir Isaac Newton invented calculus.

The last line of the commentary was as follows:

'Mathematics allows fools to do what only geniuses could do without it.'

Wow. That's food for thought. (Especially at 19 miles per hour with 160 miles to go.)

I'd like to generalize the comment, to make it more useful:

'Effective systems allow fools to do what only geniuses could do without them.'

Or even more generally:

'Effective systems allow ordinary people to achieve extraordinary results.'

Let me give you three examples:

1. For a project for my daughter's school, I drew a large map of Africa freehand yesterday, by putting graph paper over an atlas page and drawing the same map onto a poster with much larger squares. The grid was the system that enabled me to draw something that 9 out of 10 first students could identify as a continent and not a wet sweatsock.

2. I can find the name of anyone with a listed phone number in the United States just by typing the 10 digits directly into the search box at google. Without this complex, robust system (which I just experience as a simple tool), I'd have to spend a lot of time and money turning phone numbers into names.

3. I create compelling marketing campaigns for my clients using a very simple, step-by-step system of research, planning, brainstorming, synthesizing, and executing. If I had to be creative every single step of the way, I'd never get anything done. But because I use a system, taught to me by marketing masters who have refined it over the entire 20th century, I can help my clients market just about anything (as long as there's a large enough hungry audience).

One day, I sat down and transferred my system for attracting and converting new leads into a step-by-step, paint-by-numbers tool. I wanted it to be as straightforward for my customers as typing a phone number into Google.

Book Review:

I have to recommend an amazing book, *The E-Myth Revisited*, by Michael Gerber. In it, he describes why the vast majority of all small businesses fail, and why so few of the ones that hang on bring happiness and prosperity to their owners.

His crucial finding: those who fail spend most of their time working **IN** the business. Those who succeed spend most of their time working **ON** the business.

Leads into Gold is designed specifically for people who are really good at what they do – that is, those who are experts at working **IN** the business – but don't feel they have the ability or personality to get good at working **ON** the business.

Pop Culture Reference:

I want to talk about a business book that has had far too much influence over how we conduct sales.

That's right, I'm referring to Dr. Seuss's classic, *Green Eggs and Ham*. For those of you who haven't read it lately, the protagonist is Sam I Am, a Green Eggs and Ham salesperson who chases, cajoles, begs, threatens, and stalks his prospect at great personal expense and risk. The end of the book vindicates this approach as the prospect finally tastes the Green Eggs and Ham and proclaims, "I like Green Eggs and Ham, Sam I Am!"

From this ending, generations of future salespeople have learned three lessons:

1. Persistence pays off;
2. "No" doesn't mean "no," and;
3. The prospect has no idea what's good for them.

Let's evaluate each of these in turn.

And the list goes on and on. The key is to develop a relationship based on KLT (you want your prospects to **Know**, **Like** and **Trust** you) while you develop the sales message for action #1.

Autoresponder #2: Action #1 (typically a first sale) to Action #2 (second sale, membership, referral, testimonial, etc.)

Action #2: _____

What are the benefits to them of taking action #2?

1. _____
2. _____
3. _____
4. _____
5. _____

What are their current objections/hesitations/beliefs that are keeping them from taking action #1 right away?

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____

What are some other ways they could achieve the benefits of action #1 (competitors), and how is action #1 dramatically different and better?

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