

**“How to Get 3 Times More Customers  
And Cut Your Advertising Costs By 50%  
*Even During The Worst Economy*”**

**Discover Why *Your* Business  
Could Be Losing Thousands of Dollars  
If You’re *Not* Taking Advantage Of This  
Simple Strategy Right Now**

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*“Integrate. Automate. Dominate”*

## Introduction

*“If you have an online, offline or combination business, you can dramatically increase your customer base and profits almost on autopilot, with the addition of one simple but often overlooked strategy.”*

*~ Hanif Khaki*

Dear fellow business owner, let me ask you one simple but important question. How are you currently staying in touch with all your customers? Remember, if you are NOT staying in regular contact with your customers, then *they* are also not in contact with you. And most likely, they will buy from whoever *is* in touch with them when they are ready to buy again. And what about the customers who came into your store or office but didn't buy anything the first time? These customers will also buy from whoever stays in touch with them when they are ready to buy. The statistics are alarming.

Consider this fact: Statistics suggest that 69% of customers are lost due to attrition. Meaning, they went elsewhere because you either didn't, or couldn't stay in touch with them. Furthermore, over 90% of customers DON'T buy the first time. So the question again is, how are you getting these potential customers to come back to your business when they are ready to buy? How much profit are *you* losing because of this?

Hopefully by the end of this report, you will see that it is critically important for every business to follow-up and build a relationship with their customers, and that the easiest way to do this is to **Build an Email list** with customers, potential customers, vendors, partners, and website visitors.

**An effective and well planned email follow-up marketing strategy will help you:**

- Build a relationship with your customer
- Have control over your list “touches”. Meaning, you can contact them instead of waiting for them to remember you!
- Keep your business fresh in their mind and allow you the opportunity to offer them additional products and services for another revenue stream.

One of the biggest advantages that most businesses don't fully comprehend is that with a good sized mail list comes the ability to print money when you want to. If you've done an effective job of setting your foundation, this can be the easiest source of cash you have.

### **First consider this:**

- **FACT:** 66% of LOCAL shoppers surveyed, said they had made a purchase because of a marketing message received through email. - *ExactTarget, "2008 Channel Preference Survey" (2008).*
- **FACT:** The average customer requires 5 to 8 points of contact before they spend money with you. That means they need to be contacted at least 5-8 times before they can TRUST you, KNOW you, and LIKE you enough to hand over their hard-earned cash.
- **FACT:** Customers who buy from you the first time are typically the least loyal in their buying habits, spend the least amount of money, and purchase less often.
- **FACT:** Customers who have a RELATIONSHIP with you typically spend more money with you, more often, and refer more customers to you.

### **Now Imagine This Scenario...**

**The average business has anywhere from 50 to 1000 people passing by or entering their business every day. (You may want to plug in your own numbers)**

- If you collected the contact details of just 20% of those highly targeted prospects, that would be 10 to 200 prospects added to your email list every day. Or 70 to 1,400 a week. Or an astonishing **300 to 6,000 highly targeted prospects a month.** And when we call them highly targeted, that's exactly what they are. These folks got dressed, got out of their houses, drove or walked to your business, and came in. **THEY WANT SOMETHING!**
- You've now built your list of 5,000 customers, potential customers or visitors. (this is a very conservative number)

- You create a relationship with your list. (I'll go into more detail on these methods in a few minutes.)
- If you send just 5,000 targeted prospects an email with a well thought out offer for a highly targeted product or service that you know they are interested in, you are of course going to make some sales.
- Even if a very conservative 1% of people buy something, that means 50 sales. If the item they bought sells for a minimum \$20, that's 50 X \$20, which is \$1000. And remember, that's with only 1% of people buying a minimum \$20 item. If 2% of the people buy, you've doubled your sales to \$2000. Some clients get email response rates of 20% and more. And many people purchase items that are worth considerably more than \$20.

What if you duplicate this process once or twice a month, test different price points and offers... would an extra \$1000.00 or more a month make a difference to you?

And remember, that amount grows month after month, because your customer list is growing every month!

There are plenty of sophisticated email systems today that allow you to create a set of email messages to automatically be delivered based on your personal preference to your readers. The best email strategy will include two types of emails.

- **Auto-responder series**
- **Weekly newsletter or e-zine**

### **What Is An Auto-Responder?**

An auto-responder series is a system of pre-planned follow-up messages, articles, e-courses and other materials specifically designed to build relationships with your prospects. That includes the voice of your business, combined with “value added” information and content that your prospects may be interested in.

You can decide when the messages will go out. For example:

- A “Welcome” message is delivered when the reader subscribes with a link to your suggested resources or a special report.

- Two days later another message is sent with a reminder that you sent them the report and would appreciate their feedback.
- One week later they are sent an interesting article that you found on the topic.

The auto-responder keeps you in touch with your customer, they see your name every time they browse through their inbox, they become accustomed to opening your messages because they know you provide useful information and resources.

This is why it is important to provide quality information they want to read! If you only send out “newsletter” after “newsletter” saying you're having another sale you will see your response rates drop. People will already “know” what your message is and will automatically delete it thinking they don't need another coupon right now.

An **auto-responder** is an easy way to educate your clients!

Content can be created and sent (information about a specific topic) and divided over a few e-mails. The auto-responder system can then be loaded and programmed to automatically send those e-mails, **one after another**, automatically, to each subscriber.

The advantage here is that the auto responder still sends the content automatically and immediately as programmed. This means it can be two in the morning or Sunday afternoon and the email series that you have created will be set into motion.

This just adds a new “touch” point with your potential customer and you are already providing excellent customer service by providing them the information they want when they want it.

### **How is This Different From A Newsletter?**

To start with, the auto-responder is different from a typical newsletter because the auto-responder sends out content based on when the subscriber joined and you can have all your visitors on different parts of the message series.

However, the newsletter, or ezine, tends to be bulk distributed and everyone receives it at the same time on a consistent schedule. They know your “Tuesday Tips” will be arriving on Tuesday morning.

Just like the auto-responders, once a person has signed-up, they will be asked to complete the “double opt-in” process by clicking on a confirmation link in an automatically generated email.

The confirmation serves as proof that the individual requested information from you and is complying with the CAN SPAM ACT. The process may seem lengthy and you might wonder if you lose visitors because it's too many steps, however, it is a smart practice to be in the habit of using.

This system protects you by making sure it's not just “robots” spamming your email address and protects you from complaints of spam since there is proof that the person really did request your information.

Every email and newsletter should also have unsubscribe links in each e-mail so that people that want to leave your list can do so easily.

Don't take un-subscribers personally. People may have changes in their situation or are attempting to tame their email clutter, keep adding value for the readers that remain.

An e-mail newsletter or ezine campaign allows you to stay in touch with your clients by giving them info they'll find useful when buying your product / service or that will help them make the most of their product once they've bought it and may include product updates. It makes you look like a trustworthy supplier who knows what she's talking about. And yes, this also has the added benefit of reducing refunds☺

The newsletter can be sent once a week, once a month or quarterly and may be in html format or straight text depending on your business.

Some email programs will let you simply import the list of names and e-mail addresses you've collected from visitors straight into your mailing program. This may be the case if you collect emails in your offline business. It would be wise to advise them to watch their email for a confirmation message and they need to take action by following the directions in the email so they don't delete it.

Hopefully, you can take a few minutes and reflect on your own email habits. What was the last email list you un-subscribed to? What emails do you open? What emails do you delete without even opening?

Email marketing has evolved well beyond a business just sending out a monthly newsletter. Email marketing is now providing a full revenue stream for many businesses that have learned how to do it the right way and with integrity.

Integrity because these business owners know who is on their list and what they like, don't like and will not put up with. In return, those customers value the emails they get, they open them, they buy the recommended resources, they visit the resources that are spotlighted, they provide feedback and are excited about new products and offerings.

Of course there are a few uninformed business owners who struggle getting customers to sign up, and cannot keep people from un-subscribing. These people simply require the right education and approach to get on the right track, otherwise they are wasting money with email marketing.

## **10 Tips For A Successful Email Marketing Strategy.**

1. Know what your customers are worth. There are numbers and testing involved and you should know how much each customer on your list adds to your bottom line and what each name on your list is worth.
2. Build the relationship first. You wouldn't walk around at a cocktail party promoting your 24-hour sale until you first got to know a few people, right?☺.
3. Listen to your list. Watch what links they are clicking in your email, what subject lines get better responses, and build on the successful tactics.
4. Consistency. Have a regular, consistent schedule that gets people expecting your email.
5. Add value and respect your reader's time...so they actually look forward to receiving your emails.
6. Give away freebies like e-books, e-classes, seminars, etc., to create reciprocity.
7. Don't OVER sell. If you do sell or promote a product don't push another product the next day. Give them an opportunity to go over the last product and put it to work.

8. Keep it simple. Know the goal of your newsletter, for example, this week are you sharing a relationship building story or are you telling them tax time is coming and they need to make an appointment before you get fully booked?
9. Remind them to forward your newsletter to someone that would enjoy it or get value from it. You would be surprised at the number of people that will do so if you remind them.
10. If you recommend a resource or service, see if you can partner up and share in the referral profits.

### **Here Comes the *HOW***

You need to engage visitors and entice them to provide you with their name and email address before they are distracted by the next shiny object. Then you need to reward them after they've signed up.

Once you have that information, you can start what is considered, **Relationship Marketing**, building their trust with you and communicating with them on a regular basis like we discussed above.

Although the actual content, information, articles, and other materials required for effective relationship marketing does require some time, knowledge, and effort to set up, many businesses find it easier to simply outsource this whole task to professionals who do this on a full time basis. (Details Available)

Besides leads that will sign-up at your office or store, there are 3 types of “opt-in” forms that are used on websites, to capture prospects' contact information:

- In-line
- Hover
- Lightbox

**In-line** means you have the box for their name and email address on your website or in a blog.

A **Hover** is the type of box that floats into your screen and sits onto of your page.

The **Lightbox** appears and is the focus of your attention because the rest of your website turns dark so it's not distracting and people can focus on entering their name and email address to finish browsing.

There is also the full webpage that you may drive traffic to, that is sometimes referred to as a “**Squeeze**” or “**Opt-in**” page. The entire focus of this one web page is to get that persons email address in exchange for something of value, a recorded interview, a report, a coupon, a free gift raffle.

### **Encourage Customers to Sign up**

- Use a small laptop computer solely for collecting the email addresses of your customers
- Prominently display a brightly decorated “surprise” raffle box
- Partner with area businesses and ask if you can post a raffle box in their office
- Create a “Tell a Friend” campaign and exchange free goodies for referrals

Now that you understand the basic forms of information collection boxes it's time to start building your list.

Here is a piece of advice that will prevent you from wasting thousands of dollars and months of unnecessary guess work.

One costly mistake many business owners make is to have their email marketing set up and managed by a “web guy” or website design company. This typically always ends up costing you sales. Why is that? The answer is simple but not so obvious until you stop and think about it. Most website designers are brilliant when it comes to programming and creating websites with all the bells and whistles. That’s what they’re trained in. However, they are NOT professional marketers who are experienced in turning “lookers” into “buyers”. Nor are they experts trained in building long-term relationships with customers and promoting loyalty.

Here are some specific questions most web designers will not likely be able to answer:

- What are the two types of business websites? Most people build the first type, but the second type ALWAYS makes more money.

- What small change to a website can increase sales by 12000%? (YES, 12000 %)
- What specific types of email subject lines get emails opened 3 times more often than other emails?
- What 3-letter word makes people want to read every word of your email or website?
- What 2-word phrase has been proven to get people to call you and purchase from you?
- What one feature can you include in your emails that will cause your customers to bond with you much faster? (more bonding means more sales)
- What one thing can you include in an email after a customer has bought something from you, that reduces returns by 24%?
- What type and size of email fonts increase readability by 36%?
- What one thing can you add at the end of an email that will increase sales conversions by 19%?

The above are just a few of the many vital questions that most web designers will not be familiar with, yet the correct answers can mean the difference between successful email marketing, and a costly failures. Remember, it's *marketing* that will make you money, not nice designs. More information is available at [www.profitwize.com/7secrets](http://www.profitwize.com/7secrets).

## Five Ways To Build Your List

**PPC (Pay Per Click)** advertising can often be the fastest way to build your list when done correctly. You can set a budget with search engines and limit the amount you will pay each day for PPC advertising. (Details Available)

**Write articles** and publish them through journals, magazines, and article resources. Instead of including a lengthy bio at the end of your article, include a very specific call to action where you invite them to visit you at xyz website and claim their free information on xyz, where you will have them sign-up to your list to receive their free info.

**Post to blogs and forums** that are dedicated to a topic that relates to the products and services that you sell.

**Your Customer Database** building a paid customer list is the **number one task** for any business. You will want to start funneling your list into different “buckets”. This is referred to as *segmentation*, you want to segment the buyers from those still kicking the tires. This will allow you to continue to meet the needs of those readers and either continue building the relationship or start working on an upsell offer, and the backend.

**Paid E-zine Advertisements** - a very effective method of paid advertising is to take out advertisements in e-zines that are related to the products and services that you sell. There are thousands of people who regularly receive e-zines in their inboxes about subjects that are near and dear to their hearts. E-zine advertising often gives a better return on your investment than traditional print media because you are in front of your exact target market.

Most e-zine subscribers actually read the e-zines that they subscribe to and if you have an advertisement in it, they will see it. Advertising in e-zines is a very effective, as well as cost effective way to advertise.

In the end, as with all aspects of your business, it's all about testing!

Test what your readers and customer respond to, what do they open and what do they buy. Track your results and run more of your successful campaigns, and you will soon have a great opportunity to build your own profitable, loyal, and thriving community.

To Your Success,

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**P.S.** If you're like most business owners I meet, you probably feel that this is something you would like to take advantage of immediately, rather than putting it off, but you are either overwhelmed at the moment, or just don't have the time, desire, resources, or the technical knowledge required to get started while you're juggling the day-to-day demands of running of your business. If you get stuck and don't know where to get started, or want information on how to have the whole process completely automated, not to worry, my contact info can be found at the bottom of this page and I'll do my best to point you in the right direction. Successful businesses understand that "waiting for things to get better" or "waiting for a better time" usually results in missed opportunity and lost profits. Regardless of whether you do it yourself or have it done for you, the important thing is that there is no good reason for *NOT* getting started with your follow-up marketing right now...*before* your competition gets wise.