TRAFFIC CONVERSION SECRETS

MODULE #2 OF 8

OPT IN STRATEGIES:

“How to Capture That All Important ‘Shy Yes’”

QUOTE OF THE WEEK

“The greatest problem of communication is the illusion that it has been accomplished.”

~ George Bernard Shaw

ACTION PLAN:

1. Decide what your ETHICAL BRIBE will be
2. Spy on your competitor’s OPT-IN OFFERS
3. Outline your AUTORESPONDER SERIES
4. Design a SHY YES Web page for your opt-ins

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How many times have you gone after that first suspect, even on an ongoing basis, and you asked for too much?

You asked to consummate the relationship. You asked for their hand in marriage on the first meeting. Again, they are not insulted. They just leave because they feel like you are taking liberties that are not yours.

Now, remember your first date.

Remember the butterflies you may have gotten? Whether you are married, divorced, a widow or widower, everyone has had that feeling of the sense of the first date or the first “shy yes.” You feel a little bit nervous.

Online, you don’t have to worry about any sense of nervousness.

You just set up systems, and you set them up once. Then, you measure whether or not you are getting enough opt-ins.
A good opt-in rate is anywhere between 7% and 15%. If 7 to 15 people out of 100 give you a “shy yes,” that is excellent, especially if they are coming from transient traffic, like the search engine.

Getting an opt-in is like getting a “shy yes.” As you get “shy yeses,” you’re building relationships.

There are three relationship-building strategies that you need to know when it comes to marketing:

The first strategy is this:

There are three very basic reasons why people join your list or opt-in:

1. They know you.
2. They like you.
3. They trust you.

Bob Berg, who is a master referral builder and the best selling author of “Endless Referrals”, said, “People do business with, and refer business to those people they know, like and trust.” Think about it.

People do business with you because they know, like and trust you.

The power of getting someone to opt in is really based on relationships.

The second strategy is this:

Your marketing message is not nearly as important as the relationships you build with your suspects and prospects.

Remember, this teleclinic is all about taking a suspect — a complete stranger — and turning them into a prospect.

It’s not easy to do, but it is absolutely critical before you can gain a customer, or even an evangelist.

Your best friend was once a stranger.

The message is not as important as the relationship. In fact, it could be said that the marketing message is often irrelevant.

Let’s say that I’m raising money for the Republican Party, and I have a list of Democrats. I mail that direct mail piece to a Democrat in my area. I mail it. I don’t raise a dime.

That direct mail piece, or let’s say it was an audio postcard, could have been worthy of Shakespearean verse, but the message wasn’t the problem. It’s the type of relationship.
I did not send it to Republicans, yet I am raising money for the Republican Party. Do you see the value in that idea?

It’s not about copy.

What is the big picture in your business? What is it ultimately that you want to sell?

It’s about the relationships you want to build, but with whom? Who is your target market? Do you remember that from the first session?

How does your target market find you?

The best way to build a relationship is to ask. We mentioned that last time also, but I’m going to say it again.

The best way to build relationships is to ask about what problems they have or what is most important to them about your topic of expertise. It is all about relationship building.

The third strategy is:

The marketing secret that transforms strangers into friends, or suspects into prospects, is message frequency, not message reach.

What does that mean?

That means it is far, far better to talk to a thousand people four times, than four thousand people once.

Your best friend today was once a stranger. The only reason that your best friend is a best friend is because you have more frequently talked to him or her over many months or years.

The single, most important ingredient in getting an opt-in, the key point you need to know as far as getting an opt-in is that it must be relevant to what you are ultimately selling.

When you meet someone for the first time and they ask you if they can call you, typically, you don’t give them your full name, address and social security number. You usually will just give them your first name and phone number. You don’t know this person from Adam (or Eve). There’s no trust yet, so you just keep it to the basics, your first name and number.

So, that is what we ask when we have people opt-in.

It’s good form to ask for just the first name. Asking for the last name might be asking too much; the first name, however, is a lower level of permission. It’s also good to be very specific, to ask them for their email address.
Then, right there at the point of action, tell them that you respect their email privacy — right below the email box or the place where they are going to be opting in.

### 1. Decide What Your Ethical Bribe Will Be:

Now, let’s take a look at the ethical bribe.

What is your ethical bribe going to be? An ethical bribe, of course, is, “I’m going to give you something in exchange for your email address and name.” It has to be something.

It can be a 21 day trial for software. It can be a special report. It can be three free chapters of your book. It can be a video online. It can be an audio online. It can be anything.

Just make sure that your ethical bribe is relevant to your offer. The biggest mistake people make with opt-in strategies is that they are giving away software for something that has nothing to do with their offer. Or they’re giving away three free chapters of a book, when what their customer really wants is to just try the software being sold before they buy it.

George Bernard Shaw said, “The greatest problem of communication is the illusion it has been accomplished.” You don’t want to be falling victim to the illusion that you are communicating.

You want to measure if you are communicating.

You can measure if you are communicating through your website by seeing how many people land on it and how many people actually give you their email address and name.

Even if you don’t have a website right now, will you have a mechanism to capture and create email addresses and names in exchange, quid pro quo, for something of value that is relevant and specific to your offer? Do you do that? So many websites don’t do that.

You need an opt-in page, otherwise known as the “shy yes” page. You also need a sales letter on which you have the ability to opt-in. This technique is one that many people just overlook.

If you don’t set this up, many of those people will leave for life.

Here is an example of an ethical bribe. Go to [www.AudioGenerator.com](http://www.AudioGenerator.com).

I want you to go to the middle of the page past Mitch Meyerson, Alex Mandossian, Alexandria Brown and Anthony Hodel. Past the great Jimmy D.

Then, you will see a sub-headline, I would say it is almost in the middle of the page. It says,

“Want a free trial demo now?”

“Because you’ve read this far, I know you're serious about adding the power of the human voice to your websites and email teasers.

So, do yourself a favor and try our Free Trial Demo on my nickel? That way, you’ll get to experience — first hand — the speed and simplicity of our exclusive Phone-to-Web technology.

And don’t worry, I'm NOT asking you for any money now, or even obligating you to sign-up for a paid subscription.”

Let me make a quick point here. The key to having a great ethical bribe is no obligation, no further commitments and no expectations on your part.

There is no obligation to buy. That is a very important component.

You want to have an ethical bribe that has no obligations attached to it. You don’t torture them. You can create curiosity, so that they are tortured. But, don’t torture them and spam them to death.

Let them know that they can unsubscribe at any time, and then they are gone from your world.

The other element is you respect their email privacy. You can say, “We respect your email privacy.” Or, you can say, “I respect your email privacy.” Just make sure you have a privacy policy.

**SPY ON YOUR COMPETITORS’ OPT-IN OFFERS**

A tactic that will make a big difference in your marketing, is to spy on your competitors for their opt-in offers.

If you have competitors, spy on what their opt-in offers are, so you can get ideas.

Remember, stealing from one is plagiarism. Stealing from many is research.

**OUTLINE YOUR AUTORESPONDER SERIES:**

When you opt in to your competitor’s offers, you will no doubt begin to receive a follow-up autoresponder series. You want to create an email folder in your email program, (whether you use Pegasus, Eudora, Yahoo, Hot Mail, Outlook, or Outlook Express), called “Autoresponders!”
That’s what I want you to call it, so it will be at the top of the email folder list. Then, just use that as a swipe file for all the autoresponders you are going to be getting.

Now it’s time for you to outline your autoresponder series. What autoresponders are you going to give someone when they opt in to your offer?


**DESIGN A SHY YES PAGE FOR YOUR OPT-INS**

Finally, design a “shy yes” web page for your opt-in. Just design one. It doesn’t have to be online. It can just be thumbnailed. Just draw a sketch or do it in Microsoft Word if you don’t know how to use any of the Adobe tools.

I want to call your attention to www.Mind-Motivators.com. If you are on a web browser, right now, please go there. It is an extremely powerful opt-in strategy. In fact, there are two opt-in strategies on this website.

Scroll down a little bit past the middle of the page. There are a bunch of testimonials where it says, “21 Mind Motivators Class Gets Rave Reviews.”

As you get past that, there is a little box that says, “Fair Warning.” For those of you who are not in front of a browser, I am going to read this. It says:

“Look, if you’ve read this far, it might interest you to know that we’ve already used 11 of the 21 Mind-Motivators we plan to reveal ;-)"

“Did they work?”

“Doesn’t it seem like you’ve been gently and non-invasively lured to read our sales copy paragraph-by-paragraph down to this point?

“Be honest. Isn’t your gut telling you that ‘The 21 Mind-Motivators That Capture More Sales & Profits In The ‘Virtual’ And Real World’ can make a dramatic difference in your marketing life?

“Doesn’t it feel like you’ve got everything to gain and nothing to lose when you order this exclusive audio-visual course now?

“Key Point: It is this ‘transparency factor’ that makes every single Mind-Motivator so dangerously powerful AND why we want you to use each one morally and ethically.
“If you answered yes, then you now realize that the best thing about these 21 Mind Motivators is their transparency. People seldom realize that you’re applying them in your sales and ad copy.

“So, after you decide to order, take a minute and have some fun. Print this page, and go back and see how many of the 11 mind motivators you can spot.

“Okay?

“If you can’t find them all, don’t fret. Just fill in your first name and email address in the box below, and we will email you a ‘special link’ that reveals exactly where and why we used each of them on this web page up to this point.

“That way, you too will discover how these 21 Mind Motivators can quickly and easily boost your sales and profits overnight!”

Then, there is some more copy, an opt-in box in the middle of the page — your first name and your email.

If you opt-in to that, you will get a link to a PDF document in which you’ll see the 21 Mind Motivators, including the 11 that you’ve already been given to get you to read this web page.

Mind motivators, of course, are tactics, strategies and principles of persuading people with ad copy and with the human voice.

This is a curiosity factor.

This type of opt-in is extremely high curiosity and very, very high in pulling power.

Then, as if that is not strong enough, I want everyone to refresh the page, and what you will get is an exit pop. The exit pop-up says:

“Pssst ... before you go, do you want to give three of our 21 Mind-Motivators a fair try?

Now you can take advantage of receiving 3 FREE excerpts from our 21 Mind-Motivators course to quickly and easily boost your sales and profits ... online AND offline!!!

Just type-in your FIRST NAME and EMAIL address below, and we’ll send you a special link to pick-up your 3 FREE Mind-Motivators.”

Do you see what they’re doing there?

They’re not only getting you in the middle of the page, but if for some reason they miss you in the middle, they’re going to get you in the end.

The reason is because the autoresponder series that will come to pass will give you some ideas for your own autoresponder process and it will also show you a very powerful way to transform a prospect into a customer.
That is not the topic of this session. But, at least, we’ve gotten the “shy yes” with this case study.

So, to review your action plan for this month:

Decide on what your ethical bribe is or should be.

Put your ASK™ campaign in your opt-in box and learn what people want at the same time as you capture their contact information, and as you ethically bribe them to get whatever your ethical bribe is.

If you have competitors, and I hope you do, I want you to spy on what their opt-in offers are, so you can get ideas.

Next, outline your autoresponder series. What autoresponders are you going to give them when someone opts in?

We will talk about email strategies at a later time, but I want you to spy on competitors. I’ve given you the top three case studies. Again, I want you to opt-in and get all those autoresponders and put them in your swipe file.

Finally, design a “shy yes” web page for your opt-in.

If you need some help, you can use these two sites as examples:

www.MarketingWithPostcards.com/freechapters

and

www.OrganizeYourEnterprise.com

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