

THERE IS A GOLDMINE IN THE FOLLOW UP!

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By Michael Taylor

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Internet marketers often run into a unique challenge on their way to "leaving the rat race" for their own successful cyber-businesses.

Once their online marketing machines are running fairly smoothly, generating a healthy flow of leads generally isn't a problem. The challenge lies in generating the most profit from the existing flow of leads.

What's one crucial key to generating maximum profit per lead? Yes, there is a goldmine in follow up contact.

WHY WE SOMETIMES NEGLECT FOLLOW UP

The typical marketer may send one follow up email, mail out a single brochure or catalog, make one follow up call, or send out one fax, and then sit back and wait... Wait for the prospect to visit their web site, place an order, email with further questions, or take another desired action. Even seasoned marketers that are keenly aware of the value of follow up sometimes neglect this crucial activity. I've been guilty of it at times myself.

Offline follow-up, of course, is more time-consuming and expensive than online follow up, considering the time and expense involved in long distance phone and fax calls, mailing or shipping of marketing materials, and so forth. Due to its speed and extremely low cost, email could be considered the ideal follow up marketing tool. However,

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without an efficient system for implementing email follow up, problems can still arise.

WHY THE NEED FOR FOLLOW UP?

It's a fact that most people typically don't buy (or take other desired action) as a result of an initial marketing contact, even if they are perfectly targeted, prime candidates for the offer.

What's more, it's not unusual for some follow up marketing contacts to generate approximately the same percentage

of sales or other desired action as the initial contact.

There are a variety of things that can prevent prospects from taking desired action as a result of initial marketing contact.

For instance, they may....

- *have forgotten about your offer;
- *simply be procrastinating for one reason or another;
- *have misplaced your offer, or in the case of email, accidentally deleted it;
- *be swamped with so many other things to do that they haven't yet found enough time to act;
- *be distracted by "information overload" or other things in their very busy lives that they either missed your first contact entirely, or haven't had time to act on it yet;
- *not yet have enough information to decide what to do about your offer;
- *not have enough money to buy at this time;
- *haven't yet developed enough trust in you.... or any number of other reasons.

You've probably heard the following cliché before, but it's worth repeating: "Marketing is a numbers game." The greater number of contacts you have with a prospect, the greater chance they will finally act on your offer.

Different prospects will, of course, be at various stages of the sales process. Some may be just one follow up contact away from acting on your offer; other prospects may require several more contacts before they finally act.

The question is, will you persist at follow up long enough to

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motivate your real prospects to act on your offer?

Follow up may seem like a mundane activity, but if you want maximum sales (online or off), you should seriously consider implementing a systematic follow up system. Otherwise, you're probably wasting a significant percentage of resources you invest to acquire your leads, and are overlooking a gold mine!

FOLLOW UP MARKETING RESOURCE

-- I've come across a nice desktop application for automating email follow up, called Postmaster. It either works along with MS Access 97 (which you may already have), or comes with its own stand-alone database. It has an excellent personalization feature, automatic scheduling, and much more. Check it out at: http://post-master.net/rs/auto_pilot

Be sure to sign up to get your own Associate's reseller Website FREE and get paid for recommending this powerful software to others.

http://www.post-master.net/rs/auto_pilot/

Acres of Gold

By Nicholas Dixon

A few years ago I stumbled upon a goldmine. Now this precious commodity was not something that you could touch, but rather one to look at. This goldmine has made more successes out of the average man than any other vessel in history.

This goldmine is so obvious many of us miss it or take it for granted. What could it be? The internet!

With a good computer, an internet connection and your creativity you can do so much. There are countless ways in which you can display your talents for the world to see.

There have been countless life changing inventions throughout history. The net deserves to be among the most innovative. Anyone from a ten year old to your Grandpa can use it to their advantage.

It is changing lives. The Internet can be like a drug, it may not hook you the first time. But as you start to use it regularly, you can't seem to live without it (that's me alright!).

And what's best about it is that it belongs to everyone. Not the government, nor corporations or secret societies. It is for us all to have.

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We should be careful what purposes we use it for though. It can be used to educate, inform and communicate to improve people's lives. Don't use it for wrongful purposes. Why create a shortcut when you can blaze a trail ?

Go ahead and discover that goldmine under your nose. It may not glitter but it is certainly not fool's gold.

To your success and mine..... ,

Nicholas

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Nicholas Dixon is the publisher and editor of The Roc newsletter . Visit
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