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The Top 10 E-Commerce Ways to Follow up with Clients – Part 2

By Judy Cullins

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The Top 10 E-Commerce Ways
to Follow up with Clients – Part 2
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Did you know that 80% of all sales are made after the 5th contact?

The biggest mistake we make is not following up with our clients regularly. We not only lose the chance to offer other services and products, we lose the chance for satisfied clients' referrals.

Building your practice needs consistent bi-monthly follow-ups.

If you think this takes too much time, follow my lead and delegate some of it where you will spend only 6–8 hours a week. Remember, only marketing and promotion builds income and business, the rest are expenses.

Part one of this article is available at www.bookcoaching.com/freearticles/article-129.shtml.

Here's the top ten ways:

6. Follow up in two steps.

In the first ecommerce follow up, give a free report adding your sparkling signature file as a soft sales piece. In a week, follow this up with your offer. Refer to the report, and then make your one irresistible offer. If I sent a report on what web sites need before contacting a web master, I follow it up with the three-session "telecoaching" program on writing a web site with marketing pizzazz.

One personal coach offered an excerpt from her new book the first time, and followed up with a discount offer for the book.

7. Motivate yourself and your staff with a poster of each month's follow up promotions.

It's great to see your follow up progress. Your promotions can be small or large. You know your' re going to attract new clients because you put out messages that keep you in your audience's minds.

With the help of your assistant, in just two hours, you can send out PR to local papers on a seminar, update email addresses, send an article to the top ten, finish an interview and send to no spam ezines, email your new content to your Web master, and send out new proposals for talks to different organizations.

When you notice these 10–20 actions you take each month, you'll also notice new clients coming each month.

8. Offer teleclasses to attract past, present and new clients.

A good first teleclass can be a question and answer call. Once you survey your groups and discover the top 4–8 questions they want answered, include this information in your teleclass sales letter. Two schools of thought on this—a free 1–hour or a small charge for the first. Without some risk such as \$15–\$20, you may only attract lookie loos.

Be sure to give clear information on the where, when, and how to register. Offer 800 and Web site registration. Include a mini sales letter—a paragraph with benefits on your topic, your audience, and then add testimonials from satisfied attendees, as well as the list of sample questions you can answer. While topics are interesting, it's the benefits you write that attract people to the call.

9. Make only one offer per follow up contact.

Each time you send out a free tip or report, place a "special offer" at the bottom of the email before your signature file. The common mistake is to offer too many choices. Make it easy for your contact to "buy."

For one follow up, offer a free or discounted eBook or report at your Web site. When they visit, they will see all you have to offer. For another, offer your ezine. For another, offer a discount on your introductory coaching session. Always include a time limit for your offers.

10. Make your follow up offer enticing.

The biggest mistake coaches and other small business people make is to just list the offer in the subject line. One creativity coach sends me a notice of his upcoming talks and seminars. His subject line says, "Upcoming Seminars by Joe." Does that move you to open the email? Since less than 50% of your lists will open the email, put a big benefit in the subject line with your name near it. "Double your Clients in 5 Months" That perks up my interest, does it yours?

Follow up means giving to your potential clients. When you give, many will give back. They will pass your freebie on to their associates and friends and even keep the information in a file.

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Don't think you are bothering your contacts. If they don't want your news, they can opt-out. Thank you's and free gifts keep your name in front of your buyers. It tells them you appreciate them and let's them know what new things you can offer them. Follow up is good business.

Judy Cullins, 20-year book coach works with emerging authors who want to write a print or an ebook, make a difference in people lives, and make a consistent life-long income from it. Her 10 published books include "Write your eBook and Print Book at the Same Time," 10 Non-Techie Ways to Marketing your Book Online, and "How to Drastically Increase Website Traffic and Sales."
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The Top 10 E-Commerce Ways to Follow up with Clients – Part 1

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1. Keep track of every one who contacts you, in person or by email about coaching or other service.

Treat email addresses like gold. These are already qualified, targeted future clients. Copy and paste their email note, date, and question into Textpad or notepad under the name "potential clients." Print it out and keep in a hard file named the same.

2. Don't throw away email addresses.

When someone connects with you, copy and paste their address into your computer folder called "eLists." Place the address where you think it belongs. Name one file "potential clients." If they are past clients, create another list and call it "past clients." If present clients, make a file for them too. Categorized into groups, you can personalize your note to each one. Every month you'll want contact

one of these groups and offer them something special.

3. Keep track of your ezine subscribers' emails separately.

While you may use a company to send out your ezine, you may also want to have that list handy in your own office. My assistant uses www.textpad.com shareware program to manage all of my different email lists. Since I only send out my ezine on book coaching and business tip monthly, I follow up in between with a thank you or special offer. It takes less than 3 minutes to send out through text pad.

4. Choose the appropriate follow up message for each group.

For your monthly ezine, you may want to send out a mini "marketing survey." You ask 4–8 questions.

For any who takes the time to respond, you offer them a free eBook or report. In one follow up I asked, "What are the 3 top questions you want answered about writing and publishing a book?" My subscribers knew I was thinking about them and appreciated it by signing up for the follow up small cost book coaching marathon teleclass.

People love freebies, so when your follow up offers a free tip or question and answer, your potential clients will see your value.

5. Leverage big results from just a little effort.

Don't waste any information that helps you promote. After you get responses to your mini survey, use them again and again. After you answer the questions, keep them in a folder called Q and A. Create a new web site link and post them as new content for your hungry web site visitors.

When other professionals ask me for an interview for their ezines and sites, I get them via email, answer them and get promoted by others through their ezines and Web sites.

At the same time, I divide these interviews into articles under 1000 words and submit them to opt-in ezines looking for free content.

From just one ezine interview, several high power professionals called me to order books first, then to become business clients.

Don't think you are bothering your contacts. If they don't want your news, they can opt-out. Thank you's and free gifts keep your name in front of your buyers. It tells them you appreciate them and let's them know what new things you can offer them. Follow up is good business.

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