

# **How To Pull Maximum Profits From Any List... No Matter What The Size! Make Money While You Sleep!**

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provided it is done so without any modifications.**

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## **The Purpose Of Your List**

Your list exists for one reason...to make you a profit!

That may sound a bit selfish to some people, so let me elaborate on that...

The best way to make a profit is to create value in other people's lives. Money is simply a way to measure the exchange of value between two people.

So...don't ever be afraid or hesitant to demand what you're worth, from others. Of course, you want to give people their money's worth. In fact, you want to over-deliver! You want to give them more than their money's worth. Yet, you also have to become comfortable with the idea of asking people for money, asking for the order.

You want to clearly illustrate to them what you, your product and your service is worth to them. Hit hard on all the benefits they will get from getting your product or service, and from doing business with you.

And then...ask for the order! With confidence! It's a fair exchange. It's a good thing. It's the way it should be!

You are creating your list so that it will earn you a profit. So, do that. Offer your list great tips, and useful information. Build a positive relationship with them, and yes, SELL to them!

## **Do Less, Get More**

I am a great believer in keeping things simple. Simplicity is power!

I don't believe that things have to be complicated to be effective. Almost always, the simplest concepts and strategies are the most powerful - with the added benefits of being quick and easy to implement.

Hey, life is complicated enough as it is, right? Why complicate it any more!

I also believe in getting as much leverage as possible out of everything I do. My marketing plan includes only those marketing strategies that allow me to do very little and accomplish a lot in return.

## **My 'Maximum List Profits' System**

Here's my simple 'list profit system' I've created that brings in the profits for me on autopilot!

I've analyzed it, tested it, and worked out the little kinks. Then, I just set it up and let it rip! It works for me 24 hours a day, every day, while I'm out doing other things.

It's really very simple, nothing fancy or exotic. But it works like magic!

My main goal, when creating this system, was to drastically reduce the amount of emails I was having to respond to manually.

See, initially, I wanted to find ways to automate many of the repetitive tasks in my *entire* business that were taking up a lot of my time, not just email.

I wanted to create a "system" that could work independent of my physical presence.

In order to do that, I first had to clearly identify and list each and every task I was performing during my regular workweek. Only then was I able to see the big picture and figure out which tasks were repetitive. Only then was I able to see all the little pieces that would make (or break) the system.

Only *after* I had all the pieces to the system could I begin to improve on them.

Once I was able to isolate the tasks that were repetitive, and hence the most time consuming, I then had to find a way to *automate* them.

Interestingly enough, I found out that I was spending way too much time reading, responding to, and sending out emails, including my *own* outgoing email messages that I was initiating.

I noticed that a lot of my incoming emails were very similar, in that, they contained similar questions and concerns from customers. I also noticed that many of the emails I was sending *out*, including replies/responses, were quite similar as well.

I decided to find ways to automate them. And, Viola! The 'maximum list profits' system was born.

Here, then, is a breakdown of one of my autoresponder sequences to show you how much of my work has been automated...so far ;-) (Yes, that means I'm continually trying to improve on the process to save *more* time & effort.)

Keep in mind that, if I were to send these emails out manually, it would take me many, many hours each week, *and* I would have to send *hundreds* of emails every week, not to mention trying to track who got which email when!

Imagine how much time, effort and aspirins that would require! :-)

[Side note: Be sure to add **your** email address to each autoresponder sequence you promote. That way, you will know what's going on with each one, at every step, and whether or not they're all running smoothly, as planned.]

### **Step 1: Get The Email Address**

This is obviously the first, and most important step. It is also one of the most difficult to accomplish, compared to the rest of the steps: getting individuals to give a stranger their email address.

There are a few ways you can accomplish this. You can offer them: a free subscription to your newsletter, a mini email course (very popular these days), a special report, an ebook, and so on. Anything that doesn't cost you much to prepare/deliver and is of *value* to the prospect.

My ads, signature lines, resource boxes, etc. promise a FREE special report entitled "*Discover The One Secret That Can Skyrocket Your Profits!*"

The report offers them a small "taste" - a sample - of my work.

I also tell them that I will send them an **additional** bonus within the next few days!

I'm doing this for two reasons: 1) I don't want them to immediately unsubscribe after they receive the free report, and 2) I want to create a sense of **anticipation** in their minds! (Very important!)

## Step 2: Turn Them Into "Subscribers"

The next autoresponder message in the sequence thanks them for downloading the special report and asks if everything went okay. "Were there any problems downloading or viewing the file?"

With this email, I also include a very short report containing answers to some common downloading/viewing questions that I would usually get from people. A small troubleshooting article, if you will.

I then inform them about the *additional* bonus they will receive from me, a *free subscription* to my popular 'marketing newsletter' which they will start receiving within the next few days. I also tell them that they can unsubscribe at any time, if they choose to do so.

If they liked the 'special report' I sent to them in Step 1, there's a pretty good chance that they will want to check out my newsletter. In this note, I also list a "summary of benefits" of my newsletter. In other words, I give them lots of reasons to want to try out my newsletter.

Now...why am I not offering them a newsletter subscription to begin with instead of starting with a special report first?

Because, I've found that it's much easier to get them to try a one-time deal (an article) than to have them subscribe to a regular (weekly/monthly) publication. This is why I offer the newsletter in Step 2, after they've gotten a taste of my work through the article requested in Step 1.

See, I am getting them to take "baby-steps" towards my desired outcome instead of asking them to jump in with both feet. The latter gets much more resistance.

(Mini email courses seem to work well for Step 1 as well, which is basically an ebook or a large article, broken up and mailed out in sections.)

NOTE: The "subject line" on all your emails (within each particular autoresponder sequence) should start with the same words.

For example, if the name of your newsletter is "Explosive Marketing," the subject line of all your emails should start with the words "Explosive Marketing."

This is very important because it identifies who you are. The reader can immediately tell who the email is from, and what it probably contains, by looking at the subject line. Your emails will not be mistaken for SPAM mail.

You want the reader to get used to receiving emails from you.

Also, since you've created *anticipation* in the reader's mind, he/she is always looking forward to your emails. This is a very useful position to be in!

### **Step 3: Send Out The Newsletter**

The next email sends out a sample issue of the newsletter, which is basically another useful special report in a newsletter format. Again, something of value to them.

Most of the newsletters/reports that go out will have a small product endorsement towards the end of it. This is essentially my *front-end* product. They may or may not buy the product immediately. But each email that goes out after this point will ensure that they see that *same ad multiple* times.

Note: Most people will buy a product only after they've seen the ad at least 5 to 7 times!

See, most people are not leaders. They are followers. They will wait and see if others are buying the product first before they act. Others will just wait around to see if they see the same offer again. It's a "trust" thing. A repeated offer tends to appear more real, more authentic, more legitimate.

And sometimes, people just get caught up in doing other things and forget about your product. I, myself, have done this many times. I'll see a great ad for a product I want. But since I'd be in the middle of something at the moment, I'll put the ad aside so I can order it when I have time. And that's the end of that. It never gets ordered.

Whatever the reasons are for them not ordering when they first see the ad, our job is simple: to make sure they **do** see the same offer more than once.

This is why you need to send them follow-up emails and keep mentioning the benefits of your product to them! Keep reminding them of it.

Remember to end each newsletter by reminding them of what's to come next! (Create anticipation, remember?) You want them to look forward to another email from you. And continue to get them used to receiving emails from you. Create a "familiar" pattern.

### **Step 4: Promote a Front-End Product**

The next email will solely promote my front-end product. The email is basically a sales letter highlighting the benefits of the showcased product.

I will usually send out at least 3 reports/articles/newsletters *before* I do a solo mailing of this type, for a product endorsement. You can do more or less. Test it out and see what works best for you and your list.

Again, I'm having them take baby steps instead of saying "Buy now, buy now!" and turning them off.

Note: Since this is a solo mailing for my front-end product, I will also give the reader more reasons to act now! I do this by offering them a "special" bonus only if they order through this particular message! And I tell them that the offer is only good for the next 7 days.

I'm giving them reasons to act now by 1) offering a "special" bonus they can't get anywhere else, and 2) creating a sense of urgency by putting a deadline on the offer.

### **Step 5: Add To "New Customer" List**

This is where it gets interesting...

Those who don't order my product through the solo mailing continue to receive my newsletters/reports/articles, etc. (with small ads at the bottom), as well as other solo ads from time to time.

Those who *do* order my product at this point get added on to a **new** autoresponder sequence. This is the autoresponder I have created specifically for the customers of my front end product. (By the way, you should have a separate sequential autoresponder set up for each product that you promote. You'll see why in a moment...)

Note: The previous autoresponder sequence is still functional and continues to send them newsletters, reports, etc. They can unsubscribe from it at any time. (I do my best not to repeat an article in the 2nd autoresponder that gets published in the 1st one, and visa versa.)

### **Here's how I add new customers to the new autoresponder sequence...**

After a customer orders the product via the online form, they are directed to a "confirmation" page. This confirmation page has a message identical to the one below...

Thank you for your order!

Please confirm your order by entering your first name and email address below. After your confirmation, you will be sent to the "product download" page:

**Your Name:**

**Your E-mail address:**

Submit

As you've probably guessed, the above form is an autoresponder "signup" form.

As soon as they enter and submit their name and email address through this form, they get added to the *new* autoresponder sequence, and *then* get directed to the "download page."

I noticed a few smart marketers using this technique on their "thank you" pages so I wrote to one of them and asked what script they were using to accomplish this.

You can imagine my surprise when I found out that it was simply an autoresponder signup form! All kinds of light bulbs started going off!

### **Step 6: Cut Down On Email Volume Dramatically**

Remember when I said earlier that I was getting a lot of the same types of email questions and concerns from a lot of people?

Well, one of the biggest groups sending these questions were "new" customers who had just made a purchase! And were either having problems downloading the product, had lost their passwords, couldn't find the downloaded file on their computers, didn't know how to open/view PDF files, or something else along those lines.

So, I basically created another troubleshooting/FAQ type of report and plugged it into the new autoresponder sequence as "Message 1", along with a "Thank you for your order" statement, and their download links & passwords.)

I came up with this idea by asking the same question... "What's repetitive and can be automated?" And I decided, why not answer most of the questions my new customers usually ask me after they place an order, put that into a mini report, and send that to them along with the thank you email **before** they even ask the questions!

I also noticed that Jim Daniels was using a similar system for his products. Jim probably has the best example of this FAQ-type email that I've seen in use so far. I picked up a few things from his system, that I hadn't thought of, to add to this step.

For example, I noticed that he had inserted information about his "affiliate program" for the product into that first FAQ/thankyou email. Not a bad idea. I usually promote the affiliate program in a future email message, but may consider doing it in the first email instead. I haven't decided yet.

This initial "troubleshooting/FAQ" type email also cuts down on refunds and chargebacks since most of the product download and viewing problems are taken care of immediately. The customers don't have to email you regarding a 'new order' problem, and then wait for you to respond to their email. They have all the answers before the questions ever come up!

Note: I make it very clear in my email that customers should read the entire email before they contact me regarding problems with their orders since most of their questions will probably be answered in that first email.

This one step alone cut down my email volume by at least 50%!

### **Step 7: Minimize Refunds>Returns**

This step further minimizes refunds and returns after customers have ordered your product.

In this message, I send them information about an "unadvertised bonus" that they're receiving from me, as my way of saying "thanks again for the order." It is an *unadvertised* bonus because I don't mention anything about it in the sales message. This bonus is an "extra" - added on top of the bonuses they were promised in the sales letter.

This is a nice surprise for the customer. You're also "over-delivering" on your promise, which is always a good call, as it adds to the overall value of the product they ordered! (Your initial "product and bonuses" package should *already* be a great value - before you ever send the unadvertised bonus.)

The bonus can be anything: an ebook, a special report, an interview etc. (anything that holds high-perceived value.)

[I've also noticed some marketers using another tactic to minimize refunds: In their sales message, they will mention bonuses that are to be delivered X number of days after the order. For example, they would have one bonus delivered 10 days after the order, the next one delivered 30 days after the order, and so on.

I personally don't use this method but it seems to work for those who are using it. It's your choice whether you want to use this strategy or not.]

This is also a good time to tell your customers about an *added* bonus they will receive from time to time: special articles, reports, and resources that you feel would be of value to them. In a nutshell, you're telling them that they should expect occasional emails from you (which is standard practice these days.)

Or you can tell them that you're subscribing them to a "members only" newsletter, available only to paid customers, which is an added bonus for the purchase they just made.

If you provide them with quality information, they will be open to receiving all your messages.

### **Step 8: Get Killer Testimonials and Feedback**

I've found that the best time to get testimonials from customers is immediately after they have read/used your product and the impact of the great ideas and new strategies in your product is fresh in their minds. This is when they are most impressed with your product.

The longer you wait to ask for a testimonial, the less enthusiastic the customer becomes about the product. This has nothing to do with the quality of the product. It's just human nature. It's similar to what happens on the first day a kid gets a new toy compared to a month later when he's not as excited about it as before.

As the infamous saying goes, strike while the iron is hot :-)

You can offer them another free ebook, report, etc. for their troubles. It will be an added incentive for them to take a few minutes out to do a testimonial for you.

I ask them to give me their *honest opinion* about the product. I don't want them to give me a false testimonial. They get the free ebook/report regardless, whether they send me a testimonial or a criticism.

I'm fine with either one: A good testimonial can go up on my web site. A bad one or a constructive criticism will help me improve on the product. I don't usually get too many bad reviews though.

### **Step 9: "Just Checking Up On Things"**

At this point, I send them a note asking them how things are going. I'm just checking up on things, making sure everything is going smoothly.

I ask them if there has been any problems or concerns so far that haven't been addressed. This could include download problems, unlocated bonuses, lost passwords, whatever.

If they do have any problems, I ask them to contact me (at a different email address so I can give their concerns special attention.)

Again, this will further minimize problems, questions, refunds, etc. and also show the customer that you aren't someone who forgets about them after they have made a purchase - a situation that is very common on the Internet these days.

### **Step 10: Build on the Relationship and Good Feelings**

The next message in the sequence sends them another "unadvertised bonus."

Just creating more good feelings, giving them more value for the purchase, and building rapport. Essentially, I'm working on strengthening the ongoing relationship.

Note: Each additional bonus report or ebook I send them is *viral* in nature. That means, while it provides good solid information and value to the customer, it also has some links to additional resources and products they can purchase, either from me or from one of the marketers I've affiliated with.

### **Step 11: Grow The Business At Zero Cost!**

This next message informs the customer about my affiliate program for the product they have recently purchased.

And who better to promote your product than a satisfied customer?!

This email lays out all the benefits of becoming an affiliate of mine. Whenever possible, I try to pay at least 50% commission on my affiliate programs.

It's an easy way to get others to sell your product, pull in some extra cash, and most importantly, build that mailing list!

Again, if your product has created value for them, they will gladly endorse it to others, especially if it means some quick cash in their pockets in the process. A win-win situation.

### **Step 12: Get Hot, New Product Ideas**

This next email contains a short survey asking the customer a few questions like: how can I improve on my product; which marketing subject/area would they most like to see a product about; which marketing step are they still having difficulty with and would like more help with, and so on.

This short survey gives me some really powerful information. I can usually tell which type of product I should promote to my list in the future. (Large corporations pay millions of dollars to get this kind of focused survey results. You can get it for free!)

And of course, if I don't have time to create such a product, I will find someone who already has a quality product of this type and affiliate with that individual.

Sending simple, short surveys to your list is probably the best, and the cheapest way to get some really great, marketable product ideas.

### **Step 13: Promote/Endorse A Backend Product**

This next email will basically be a solo mailing for a specific product endorsement.

It's always a good idea to endorse a product that is related to the first product you sold to these customers.

And, as mentioned in the previous step, you can also plug in a product here based on the results of your recent survey. You can either quickly create a product that's in demand, or just find an existing product and endorse it.

You can also send out resources and affiliate links to them for products that you enjoyed and feel that they would enjoy as well.

As I'm sure you already know, the real money is usually made on back-end sales.

Backend products can also be much higher ticket items because you're not selling to a cold list at this point. You're selling to people who have bought from you before and were happy with the experience. People you are having a positive ongoing relationship with.

### **Step 14: Keep The Ball Rolling**

From this point on, all you have to do is continue to inform and educate your customers. Send them special reports, newsletters, etc. that will be of value to them. And...continue to **sell** to them!

It may also give you some new ideas and/or edit opportunities sometimes, when you read your own email messages.

As long as you provide them with quality products and good service, they will continue to buy from you.

Many marketers don't realize is that...finding **new** customers is not the only way to earn more profits. Selling more **often** to your **existing** customers is also a way to earn more profits. And it's easier and much more cost effective.

Most people stop selling to their lists way too soon. Long before the list stops buying from them. Don't make that mistake. Continue to sell to your list as long as they will buy from you.

An additional note: Whenever possible, promote products and services that can generate a residual income for you.

These programs work very well to generate a continuous monthly income for you. It's one more leg you can add to your table of profits!

Listen...you don't need to master 100's of marketing techniques to be successful online. You only need one or two. I'm not kidding.

In my ebook "*Email Marketing Strategies Revealed*," I shared something very important with my readers. It was this...

**"All** marketing eventually boils down to **email** marketing."

If you know how to market effectively using email, that's all you'll need to see amazing results.

Permission email marketing is pretty much all I do to keep my business running, growing and continuing to earn a profit.

If you take the time to learn and master email marketing, you won't have to do much else to be successful with your business.

If you really think about it, there are only two areas you need to focus on in order to grow your business:

- 1) Continuously build your "responsive" list, and
- 2) Build and maintain an *ongoing* positive relationship with the list members.

## **Where to Go From Here**

Every few months (sometimes sooner), I review my entire autoresponder system, as well as my entire *marketing* system, to see if I can find ways to improve the system.

My goal is always to get more leverage! To do less and get more! And, I look for tasks and patterns that can be automated.

And many times, I find *more* things I can automate! As you can imagine, my system wasn't built in a day. It took some time to fill in the pieces. It took a few reviews before I was able to automate so much of it.

As you're reading this report, I'm modifying my AR sequence **once more** to make it work even better and cut down even more of my time!

You can do the same thing once you have created a system in place.

## **One final note about autoresponders...**

Be very, very selective about the autoresponder service provider you decide to go with. When you're delivering vital information to people who have "paid" you money, you want an autoresponder service that will not choke halfway through your message sequence. If it does, you'll have a swarm of refund requests heading your way!

That's why I don't rely on free autoresponders for this portion of my automation system. I only use services that are reliable.

Currently, I am using aWeber to manage all my lists and mailouts. And it works well.

I would like to challenge you to automate as much of your business as you possibly can!

You'll be amazed at how much of your work you can automate while still earning the same, and oftentimes, more profits!

To your success!

Sincerely,

***Bryan Kumar***

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