

Creator of 4 *Best Selling*
Internet Marketing Programs

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How to Turn
Every Lead
Into a
Customer For Life!

Hi this is Don Crowther with a special report on how to turn every lead into a customer for life. In order to do this, you need to consider each aspect of your marketing system to ensure that you retain and keep each individual who comes into your lead system not only happy, but engaged with you and your company.

To Succeed

- Need 4 key systems

I believe in order to succeed online you need to build four key systems into your business. Those key systems are number one a traffic generation system, something to generate traffic into your website, your sales process, whatever it is.

4 Key Systems

1. Traffic generation system
2. Lead capture system
3. Relationship to purchase system
4. Fulfillment system

Interdependent and Iterative

Secondly is a lead capture system; once you get them there how do you capture their leads so you can do more than just have them go through the initial system, you can repeat and give them additional systems in the future.

4 Key Systems

1. Traffic generation system
2. Lead capture system
3. Relationship to purchase system
4. Fulfillment system

Interdependent and Iterative

Next is what I call the relationship to purchase system. Starting from the moment they've given you your lead, how do you build a relationship with, how do you build interest in buying a particular product and how do you actually convert that into a sale?

And then fourth is a fulfillment system; once you've got the sale how do you get the product to them, how do you get them into additional products after that and how do you get referrals from them?

All of these systems are interdependent and are iterative. By interdependent, I mean the way you do each one of these steps determines the success of the future steps and they influence each other. They are also iterative, meaning that your contacts will step through each stage of the process and you can send them back and step through the steps again in different ways in different places.

This particular report is going to focus on point number three, the relationship to purchase system because that's where I believe most people who have established an existing online business can get the most leverage out of this particular process. At a future point in time we'll look back and talk about these other systems in separate videos or reports, but let's start with the low hanging fruit by focusing on this relationship to purchase system.

Cumulative Video

- Concepts build upon each other
- Remind you of core system – foundational, not usually implemented
- Delve deeper into that system
- Specific system I bet you're not using

It's important to understand that this report is cumulative; the concepts build upon each other. And so I'm going to start off by reminding you of the core system that walks you through all of those four systems. This is foundational, you probably have already seen it or thought these things before but the key is most people never actually *implement* every step of this process, they just

hope.

They may have a little piece implemented here, a little piece implemented there but most people never do the entire process. So it's worthwhile for you to review this entire process and then I will delve deeper into that relationship to purchase system which will give you a very specific system, that I bet you are not using.

So be patient, even if you feel you already know this stuff just keep reading because there are incremental points of value throughout it all and it all builds to a complete understanding of the system in the end.

So here the challenge: for most of us customers are a one-time occurrence, here's what I mean when I say that:

Most Of Us

- **Customers are a one-time occurrence**

Somehow we begin the selling process then we take them through a purchase and then we deliver the product and we hopefully have no customer service at the end and that's the end of the process.

Most of us



selling to them.

There are a couple of big problems with this. The first one is that this is the single most expensive way of doing business because the most costly part of almost any business is new customer acquisition. But this standard system relies entirely on new customer acquisition for every single sale that you get. You are combining the most costly with the least successful means of

The Problem

- **Totally inconsistent with human behavior**
- **Leaves huge amounts of money on the table**
- **We are hardwired to act and trust a certain way...**

The second part of this process is that it's totally inconsistent with human behavior and as a result, and I'll explain that to you in just a moment, it leaves huge amounts of money on the table and it just doesn't work because we are hard wired to act and trust in a certain way.



Here's what I mean by that, this is what I call the *natural method of selling*.

We see this natural method everywhere, from the natural method of getting somebody to date you in high school, to getting a job, to getting your kids to do whatever you want them to do. This is a natural method for achieving certain goals that requires other people in the process.

Here's the way it works. It starts with building a relationship; (it actually starts with initial meeting; but let's just assume once that meeting has taken place you build a relationship.)

Then once you've built a relationship to a certain point then there is a minor commitment requested. Whatever that minor commitment is, it's something that goes all the way to the end, to a lifetime contract, a commitment or a million dollar sale.

Let's think about this as using the dating process as an example. You start by meeting somebody, you build a relationship and then there is a minor commitment. It may be as simple as, hey can I carry your books to your locker but later on it might be a first date, whatever, let's just say here it's a first date.

Once you follow through on that minor commitment, both parties assess how that went - how did that first date go? Did I trust that person, did I have fun, was it a positive experience, do I want to do that again? And if the answer to each one of those is yes this actually builds to that initial trust relationship and trust grows as a result. Then we start the much dreaded game of "Is he/she going to call me?"

Whew – the callback occurred. Now things are lookin' good!

In an ideal relationship, what comes next is more relationship building, which then leads to a different additional commitment, eventually resulting in bigger commitment, each of which is assessed which oftentimes builds more trust, there's more relationship building and even bigger commitment, etc. If everything progresses well, eventually it ends up with people getting married or getting into a long term relationship. It's a natural thing that works throughout our life.

The challenge is that when it comes to selling most of us try to skip this natural process entirely, especially when it comes to online and direct marketing.

What we do is that when we get somebody to come to our site, we immediately try to sell them something. So it's "I meet you, hey let's go all the way right now." That's the way most people try to do their online and direct marketing. And this is completely against the way normal people work.



But when you do use the natural sales method (this is very doable and I'm going to show you a system to do that,) is that you tend to get additional sales, you increase your sales revenues and you get long term customer loyalty.




Before we go on, I have to ask a question - what does *your* marketing look like? Is it the "I meet you we go all the way right now" method, or is it a natural method where you build trust and you go through that process over time?

So now let me show you an overview of what I call the Lifetime Customer System.

The Lifetime Customer System™ has seven key steps:




Let's start with an overview of each step, followed by probing deeper into the Relationship To Purchase System.



Generate Traffic

- The more targeted the better this process will work

The first step is generating traffic: whether it's to an on ground store or online, (let's just assume we are talking online here,) so you are generating traffic into your sales system.



Capture Leads

- Captured lead worth 20 – 500 times that of an uncaptured lead
- Goal – build your list(s)!!!!

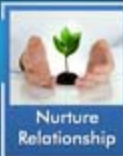
Once you get them there then you capture leads. I'm sure you're doing so already, but if you're not, it's vital that you have a system in place for capturing leads, in this case, people who "opt in" to receive emails from you in the future.

It's important for you to understand that not everyone who comes to your site is a good potential customer. Some

find a specific page that answers a particular question. While they may have that question, they're not really in the market to buy your product. That's fine, you don't actually want to waste your time and resources marketing to them!

But those who do indicate that they are interested in more information are the leads that are much more likely to buy from you, form a long term relationship with you and become incredibly profitable.

Now you want a system to sell something to everyone who expresses interest in your product or service. But the real long term money is made by nurturing a relationship with them.



Nurture Relationship

- Build trust/credibility
- Important: NOT SELLING
- Desired outcome: "This guy's cool, he truly cares about me, and wants me to succeed."

Once you've captured the lead then you start the process of nurturing the relationship. I'm going to walk you through each one of these in just a moment but I want to introduce the entire concept to you upfront.

This process of nurturing relationships is different than the traditional method I mentioned before where you immediately try to sell them something. Instead you need to plant the seed, water it and fertilize it. You are doing what you need to do to develop a strong positive connection with them so that you can then continue on from there. In other words, you're not selling them anything yet!



Build Desire

- Focus their mind on certain needs
- Agitate the gap
- Partially fulfill those needs (proof)
- Provide opportunity to buy

The next step is to build desire which is very key. In this stage of nurturing relationships you are still not selling anything. You are not asking for money to exchange hands... yet. You are building the relationship. Here's where you start the traditional sales process. You are identifying needs, agitating around that need and moving them toward a potential solution.



Sell Something

- Positive-oriented transaction
- Leave a good taste in their mouth
- Upsells
- Goal: Long-term satisfied customer

Finally you come to the point where you say "here's the solution, go ahead and buy it" which takes them onto the next step which is -- you sell them something.



Overdeliver & Impress

- Great Product
- Great Customer Service
- Post-Purchase Reassurance
- Opportunity to buy more of you
 - Higher access
 - Higher price

Once you've sold them something, then you go through the stage of what I call "overdeliver and impress" where you give them what they want plus a whole lot more and you impress them with the way you handle that entire situation and in the end you get referrals.

That's the overview of the system.

You may look at this and say well, this is very basic, Don. But I bet that you probably aren't actually doing each step in this process, and you probably don't have established systems in each one of those areas. That's what you need to now to grow your business, or if you're just getting started, let's grow it correctly from the very beginning!

I actually group these into four different groups that I told you about at the beginning.

The first is the traffic generation system. Second is the lead capture system. The third one is the relationship to purchase system which goes all the way from nurturing the relationship to selling something. And then the fourth is the fulfillment system which talks about the over delivering and impressing and getting referrals. But in the end, it's the relationship to purchase system that makes all the difference.

So let's go through each one of these steps and discuss them in more depth. Generating traffic, obviously the more targeted the better, starts the whole process on a positive note.

One of the things that oftentimes we see when we do big launches is that some affiliates will go out and buy basically junk traffic. This traffic comes from things like popunders that open up under a page when someone views a forum. Another way is to incentivize clicks, or even buy clicks so they can win prizes. There are actually some programs out there where people can earn points by looking at web pages then those points apply towards being able to purchase something.

Here's the thing – almost nobody ever buys from those clicks. And so yeah you can get a ton of cheap traffic but those people aren't going to buy from you and so they're useless, costly names. You want to focus your traffic generation on systems that actually get in targeted people in targeted ways who are interested in buying from you.

Next is a process of capturing leads in a way where those leads are worth 20 to 500 times that of a normal lead. What creates that extra worth? Getting their full name, address and phone number in addition to just their email. We generally find that if you can get someone to give you their full contact information they are worth 20 to 500 times more than somebody who refuses to do that. That extra value comes both from being able to physically mail to them, but also from the extra level of commitment they feel once they've given you additional information. Your goal, obviously, is to not only build your email but also your address list. It's to build a whole group of lists so that you get additional ways that you can target and work with people in other ways. But again that's the focus of another report.

This next system is the nurturing the relationship. The important thing to understand here is that in this stage, your focus is on building trust and credibility, you're not selling anything during this stage!

My recommendation is for the first about two weeks after you get someone opted in on your list you don't send them anything that sells them something or even pre-stages a selling process. This is your opportunity to get them to say something along the lines of this guy is cool, he truly cares about me and he wants me to succeed. You are giving them content at this point that helps them come closer to achieving whatever goal it is that put them on that list.

So if it's building their business, it's building business information, if it's losing weight, you get the point. And so it's not yet trying to do anything or even pre-stage the selling process. That happens in this next step which is building desire. In this you'll begin to focus their minds on certain needs then you are doing what we call agitating the gap. Now I need to explain for just a moment what I mean by that phrase, agitating the gap, because I'm going to use it several times on this video.

Agitating the gap is the process of taking whatever the need is that they have and amplifying that need in their mind. It is best if this is done in a benefit oriented system so let me just take the example of let's say weight loss for a moment here. So if you, obviously people who are overweight know they are overweight and let's just imagine you are not dealing with the heavily obese you are just dealing with somebody who's put on an extra 20, 30 pounds.

And so here's how you might go through the process. You focus their mind first on the fact that they might have gained these 20 or 30 extra pounds. Then you point out to them that that 20 to 30 extra pounds has impact on their life, it costs them more on clothing because they are going to go buy more clothes, it is affecting their health because here's the statistics about how people who are 20 pounds overweight tend to have x% higher probability of dying of heart disease early.

That they have an x% of getting diabetes, that they are more likely to have each of these different problems and you go through and you list those problems. And that is agitating on a feature level but the end benefit level is if you could find a way to easily lose that 20 to 30 pounds what will it mean to you? It will mean a longer happier life, it will mean better health during that period of time, you'll feel happier and healthier.

It might improve your sex life, whatever it is you go through the list of the things that are the benefits that they are missing out on by having this problem in their life. So it focuses both upon here's the need and here's what you cannot experience in your life or your business because you have not resolved this particular problem. That's called agitating the gap where you say here's where you are, here's where you want to be -- that gap means this to you.

It's very important that you understand that concept of agitating the gap is that it runs through a lot of the success in marketing especially if you can show them people who have resolved that gap and show them that they can achieve that resolution by buying your product or service. So I wanted to just explain that to you because I use that term several times throughout this, it's an important concept for you in understanding marketing.

So you've focused their mind, you've agitated the gap, now you partially fulfill those needs. You give them some kind of proof that what it is that you offer can fulfill that particular set of needs then you finally focus on providing them an opportunity to buy. Now this is usually done through four or five separate communications.

So you might start by focusing their mind on the needs. Then you agitate the gap then you give them something that fulfills them, then you prove to them that your system can fulfill those by showing testimonials, by showing here's this other thing that you can do and go do it right now and get some instant success, whatever it is, and then you provide them an opportunity to buy.

This is a classic Jeff Walker launch model. That's what happens to this build desire step. So recognize the nurturing the relationship happens then we move into the building desire and in a sales opportunity. Then the next step in this process is to sell them something. Now I don't want to spend a lot of time on this but I do want to point out to you that if you want to keep them as a long term customer, this needs to be a positively oriented transaction.

Sometimes you think about this in terms of a used car dealer who they know they are going to get one chance to sell you something in your entire life because you are never coming back there. Because you might walk out of there with a car but you have all kinds of resentment, you feel cheated, you feel pressured everything like that you are never walking back in that particular used car dealership.

Those people who run those used car dealership are not counting on anyone ever referring anybody to them. They get there by putting these huge signs up on the street and dancing air-blowing figurines that talk about the amazing low prices. And so people stumble into there not realizing that they are going to have a bad transaction experience even if they end up walking out having paid for that particular product.

You want to be the opposite of that. You are trying to build a long term lifetime customer with these people, so you need your sales process not to be high pressure and you can do high pressure online, trust me. You want it to be one where they walk out feeling like wow I may not be able or interested in buying this product at this particular time but at some time in the future I definitely want to buy something from this guy.

You are trying to leave that good taste in their mouth and yes this also applies in the upsell process. One of the things that has become popular these days especially in Click Bank oriented products is to have something like nine upsells so by the time they are done they go like another one! And it just takes what started off as a positive oriented experience and turns out in the end to be a very negative oriented experience.

So be very, very careful with that process of upsells. Your goal is a long term satisfied customer that will refer you to other people. Alright, so now you've sold something. Now you've got the process of over delivering and impressing them by giving them a great product, by giving great customer service, by giving post purchase reassurance. And so you might have an autoresponder sequence that kicks in at the moment of purchase that walks them through the emotions they are experiencing at each individual moment during the process.

Okay, you might be feeling excited right now, like now is the time to dig in and go watch this particular video, and do this particular step. Then it's like a little bit of overwhelmed, I'm not sure that I made the right decision here because there's so much here. So you are showing them that hey this is a process that's somewhat complex, there are lots of things that you need to understand and do at this particular point. And then it moves into should I return this.

And so you walk them through each one of those steps and where they are emotionally, giving them the reassurance that they made the right decision and then you end up by giving them an opportunity to buy more of you. One of the things that many of us, including me, do at the end of courses is sometimes we think okay, we are done and we forget that the people are coming out of this wanting higher access to you.

And being willing to oftentimes pay a higher price to get that access from you because they are happy with the course that you've over delivered to them already they want more of what you want to offer. Whether it's a course or product or whatever all these things are important that they give you opportunity to buy more in the future.

That's one of the reasons why you go to a car dealership especially a new car dealership what you are going to start getting about two months afterwards is you are going to be getting like a free offer for a free car wash and there may be an upsell into a higher level of service agreement or maybe it's an opportunity to give a referral for them.



And so this process of getting referrals involve testimonials as well as active friend referrals where you give them the opportunity to actually make some money by referring their friend or ask them to go right now and refer their friends. Often times this is done by giving them an affiliate link that they can operate on right at that moment.



So that is your lifetime customer system. Each one of those steps is important in the long term in generating a long term customer. But here's the thing you already sold them your one product, how does this become the lifetime customer? Well the key is that once you sold them one thing you take them back into the process of nurturing the relationship which then takes them

back into building desire.

And you sell them something else, over delivering and get referrals and loop back through that process. And so this is a multi-product, multi-service process that builds more and more and actually increases your lifetime value at that customer because you are selling them more and more and more over time. So the ideal situation is one where you have multiple products or services and you've developed a system that takes them through this over and over again until they've exhausted all of your products and then maybe you start all over again with the first one with them.

Leverage

- Return on time and effort

I want to make another point at this point and that is the concept of leverage. So if you look at return on time and effort you want to be focusing on the things that give you the most leverage. And here's the interesting thing is that when you look at this system, when you go through everything you come to realize that your leverage actually increases the

further you get down this system. So when you initially generate traffic, your potential of a sale and your potential of a long term sale and a repeat sale is very low.



You are spending a lot of time for every dollar an hour while you get back. The further you go once you've sold them something and over deliver and impress them your return on time is immense because they are already sold on you and they love you. So that leverage increases the further you move them down this lifetime customer system.



Now, let's focus right here on this process right in the middle, this whole process of nurturing the relationship and going to the end. But we are going to specifically focus on this little section right here, the relationship to purchase system starting with nurturing a relationship, building desire, turning into a purchase.



This is such a key to your success and this is the thing that I consistently find that people simply aren't doing. Part of that is technological, there are a lot of ways that that has been gotten over at this point in time. But part of it is because they just never actually think that they need to do this and then once they recognize that they need to do this they have never actually gone out and

built the system to make this happen.

And of all the systems in your business may I suggest that this is probably the most important; building the relationship, turning that relationship into a sale is the most important one. Now some people will say generating traffic is the beginning but if you generate traffic and you never build this relationship and take them through the sale the traffic is worthless, this is key to your entire success. So let's delve into this at two separate levels.

The first level is where we are going to look at each one of these pieces and how you can use that to truly nurture the relationship and build that relationship into a sale. So let's start with nurturing the relationship, how do you actually do that in an automated scalable, systemizable fashion? That's key; automated, scalable, so you can reach millions of people through it, systemized so that you don't have to touch it in that system.

It just happens the same way with everybody though I'll show you a way in a moment to make that not necessarily be the same way. Take notes, here, you start with giving them five mailings so you are building an autoresponder system, once they've opted in that opt in starts the process of receiving five separate mailings. Those mailings are spaced two to three days apart each one of the elements of that is focusing on a different modality. What I mean by modality is a different means of communicating with them.

So, one of those modalities might be a short video. A second one might be a long webinar. Now I was presenting this to somebody a little while ago and they said why webinar in this process? Well first of all this is an automated webinar so you are not doing this every day, it's one that you do once it goes into an automated webinar system. Now there's a very specific reason why we do a long webinar in this initial five mailing sequence and it's not necessarily that you do this as the second one I'm just showing you several examples here.

That is because most people, you will find that the vast majority of cases you lose between 20% and 80% of your viewers on a short video within the first 20 seconds to one minute. They are just gone because when they get there they are expecting to have a short experience. It's tough to teach a lot of really good information that is going to really change their world in five minutes. And so one of the things you need to do is you need to train them to have an experience with you that lasts for 60 to 90 minutes because there's so much more you can teach them in 60 to 90 minutes than you can in five minutes.

In today's world right at the moment that's a webinar that does that. Now it may move into some other name at some point in the future and as this whole current fad, craze, trend whatever it is toward automated webinars wears off we are going to come up with another name for this experience that lasts 60 to 90 minutes. But in the end you need to give them both an experience encountering you in short videos as well as a longer term webinar where they are expecting.

They get their bottle of water, they get their notes out and they are expecting to come and experience an hour to 90 minute experience with you. Note we are not selling anything in any of these five mailings including webinar. Now some of you are going what, you are not selling anything in a webinar, you are putting people on the 60 minutes you are not selling them anything?

Trust me you don't sell in this initial webinar. You are trying to get them to go wow, this guy's amazing; he cares about me and he is looking out for my best interest. Whenever people see you subordinate your interest to their interest in other words, it is more important for you to help them achieve what they want to than for you to make money on the process the trust development that happens in that process is huge. That's what you want to do here.

Next you want to get them to experience a written report from you. And possibly a tool or an app, so these are just different modalities you can share with them, I won't necessarily say that you have to have all of them in here, what you are trying to do for them is your job here is to get that trust and to train them to click on your link. That last part is absolutely vital you have to train them that when you give them something they are supposed to click.

And the way you do that is by giving them high quality offer and when they click they get something they want to receive. You build the trust and you train them to do what you want them to do. The better job you do that training the better everything will work, the worse job you do the more useless this entire process becomes. Because if you've trained them right out of the gate that okay you come and you opt in and the first thing I do is I give you something that gives you a hard sell to go buy something from me, what have you just done?

You've just trained them that anything that comes from you is going to be a hard sell, they immediately they don't yet have that relationship, it's just like we talked about in the beginning it's the introduction ask you to go all the way. That's not the way it works here, you are trying to develop this long term relationship, different modalities so they know hey this person's going to communicate with me in different ways.

Oh by the way one other thing you may want to put in that is you may want to put in something where they can actually give you additional address information to get something in the mail from you in that process, huge power in that. Alright, so now we've gone through these five mailing process of nurturing relationships now let's move on to this building desire stage. The building desire stage is when we are actually going through basically an evergreen launch. You are taking them through the process of introducing them to a problem that they currently have that they probably currently have and taking them to a sales event at the end of that.

So this is three to five more autoresponder mailings where you are identifying some kind of need or issue, you are agitating that issue, like I told you about before, then you are personally solving them by giving them a potential solution for it. You are giving them social proof that other people have tried this, have bought this product and have succeeded as a result.

And then you take them into a sales letter or a sales video, some kind of sales page where you give them an introduction to the actual product itself, what they get from that product and give them an opportunity to buy. From there they are taken into a sales event, that sales event obviously sells them something. Now, if they buy they then go into a fulfillment system which I've already described briefly what happens in the fulfillment system.

Magic In This

- **Total Experience**
- **Relationship, free stuff, nothing for sale**
- **Specific needs, offer something**
- **If no, ok, relationship**
- **Specific need sale**

It's where you give them the product you help them work through the product you help them desire to give referrals, those kinds of things. If they don't buy then what you do is you take them back into a nurture system followed again by the sales system. In other words you loop back to this initial nurturing the relationship system for a different product. So I will tell you there

is magic in this. Are you interested in a little bit more magic, another higher level of magic?



The place where real businesses are built, the place where million dollar businesses running automatically while you are sitting on the beach are built, is what happens next. It goes like this. It's called the Multi Product Sales System. So you start by nurturing the relationship, you take them through the build desire thing for product A. Then there is the sales event, if they say yes, they get a fulfillment system. If they say no what do you do right after someone says no?

Well the first thing you do is you go back to nurturing the relationship because any time you've taken them to a sales event they at that point if they did not buy they are in there for why they did not buy. And if you immediately come back at them with the offer to buy something else after they didn't buy the first time unless that something else is a significant downsell on that initial product. So let's say for example let me just take that last little bit further.

So let's say you are selling you \$2000 product they did not buy because they couldn't afford it. You can offer them at that point in your next mailing a \$197 version of that same product that gives them less information. But they may well say, okay, I didn't buy the \$2000 product because I didn't have \$2000, but I am interested in this thing that they've been selling me. I'm willing to invest \$197 at this particular point.

Okay, regardless of that, once they are done with the sales event and they did not buy, they are looking for a reason for a rationale for why they did not buy from you. If you go sell them something at that point in time you just gave them that reason. That's the last thing you want to do because that causes up doubts in leaving the process or at least mentally checking out of the process. And so the first thing you do after the sales event is you give them more nurturing content, you go back to here is more free stuff to help you achieve your goals that does not try to sell you anything.

In other words I realized that when I gave you a sales event I made a withdrawal from our emotional bank account together. Go back and read *Seven Habits Of Successful People* Steven Covey as he talks about the emotional bank account where each one of us has an emotional bank account with each other person that we are associated with.

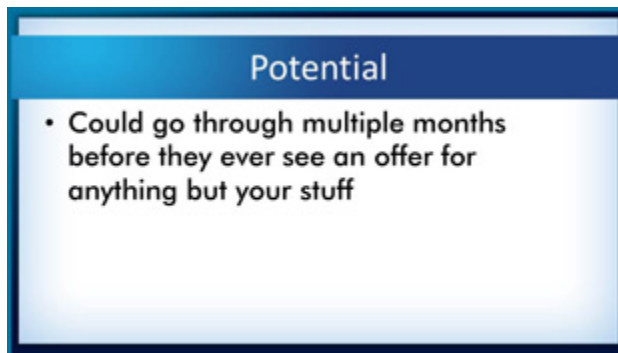
We can make deposits into that bank account and we can make withdrawals. So as you are nurturing you are depositing into that bank account which increases their positive feelings towards you. Whenever you do something negative you make a negative withdrawal from that bank account. A sales event is a withdrawal from

that if they choose not to buy. And so what you need to do at this point is nurture a relationship and put deposits back in that emotional bank account.

Alright so you go back and you give them several, maybe not five, maybe it's two, maybe it's three, you give them some more things that are free that have nothing to do with selling them anything to nurture the relationship. And then you go into the building desire process for product B where you build the product, you start by presenting the issue; you agitate all the things that we've just told you about in the steps for building desire. You do that for product B, you end up with another sales event for product B.

So this may be another two weeks of additional or a month of additional things that walk them through the process of buying product B. If they say yes there's another fulfillment system that happens. If they say no to product B then you go through the process of nurturing the relationship and give them then product C and they walk through that. If they say yes there's a fulfillment event, if they say no you take them through product D, and etc.

So what you've just done here is that you have just created an automated system that takes them through, in this case, four separate products. And so this could be over a process of four to six months where they are seeing a relationship build, identify a specific problem, selling them on that particular problem, build a relationship, identify and so basically there's magic in this. This becomes you need to look at this from the total experience process, you are building a relationship, you are giving them free stuff, nothing for sale.



Followed by identifying specific needs and offering them something to fulfill those needs, if no that's okay, you go back to rebuilding the relationship and then you start with another specific need sell and you loop around that process. So basically you've got the potential here to actually go through multiple months before they ever see you offer anything from anything else

but you. And during that time, you have developed this amazing, strong relationship where they not only trust you but they know that you have specific products which deal with very specific needs for them.

Options

- **Revise the path based on their self-identified needs**
- **Don't offer product B, offer C instead, then F, etc.**
- **Then loop back around into others if still not purchased**

This process builds long term huge multimillion dollar companies. Now yeah, it works and you've got to have multiple products to do this and by the way you can do the other options without it being your products. So for example let's say you've only got one product. Well product B may be an affiliate offer you have for someone else and you cut a deal where you are giving

a series of your building desire. And then at the end you take them into a sales event for someone else's product.

So you don't necessarily have to have all your products in this system. You can put other people's products into this system. So product B and product D can be somebody else's product and product C and product E are yours. Think about that in this process. Also you probably will want it to go directly in the sales event, you cut a deal with that particular partner where the sales event takes them directly to their sales page so you are the one building the desire prior to that and then they go into the sales event. It depends on how you want to do this.

So let's look at some options on how to do this. There's different ways that you can look at this system here. The first one is to revise the path based upon their self-identified needs. So let's say that you've got a squeeze page that focuses on people who want to lose weight. And a separate squeeze page on people who are wanting to build muscle and a separate one on people who want six pack abs and a separate one on people who are looking to eat more healthy.

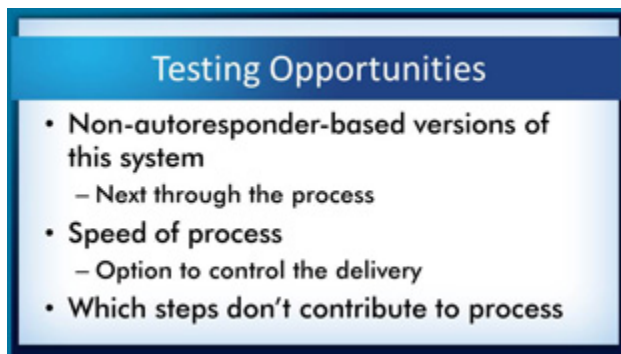
That's actually five different paths and so what you may want to do is revise that path and have a different set of communications based upon each one of those where perhaps person A doesn't get product A they get product B or they don't get product B they get offered C and then F. And in there are separate autoresponder messages that really focuses on their desire to bulk up and be more muscular, for example.

That's a different sales process and so once you've got the products done you can take people through different paths in this system depending upon their self-identified needs. Another way that people can self identify their needs is let's say for example in your series of five emails that you do during the nurture the

relationship process you keep track of what links they click on and you use that as a self-identifier.

So let's say in those five you've got a video about losing weight, one about eating healthy, one about six pack abs, one about body building etc. and depending on which ones of those they click on determines their path through your sales system. So you could personalize this even further based upon their self-identified sets of needs on the actions that they take on the emails that you send them. And realize if they go through your entire process of their self-identified needs and they don't buy anything you can always loop around others if they are still not purchased.

The stuff that may not be self-identified. Because realize it costs you nothing to send 2,000 emails versus 1000. Yeah, some of these services may cost you \$0.08 more or whatever it is, it costs you virtually nothing to market more stuff to them. But you are going to be more effective if you offer things right out of the gate that they have self-professed that they are interested in that. And that only after they don't buy those do you offer them other things that are not self-proclaimed paths.



Next, testing opportunities and we are just about done. I realize this video is a little long, but, testing opportunities.

So you may want to look at some things like a non autoresponder based version of this system. So I've shown you, you start by generating this nurturing the relationship and you drop into the needs section. It is possible that you don't have to force them to wait two or three

days to get the next email you maybe have a next button at the bottom.

And so if they are coming in and they are interested and they want more information right now they can actually get more information right now by clicking the next button and going through the process step by step right there while they are sitting there. And it's even best if you can trap them and realize okay they went through steps one and two, they opted out, they stopped at video three, alright now start you process at video three and continue walking them through that process.

Obviously it's going to take some technology to do that but with that technology you could walk them through the process at their speed or whatever they want to be. And while we are on the concept of speed of process what if you give them the option to control their delivery? So you give them the option right out of the gate,

okay I'm going to send you emails about every other day, would you like it faster or slower?

If they want it faster, okay they can go and do a different auto responder stream that gets to them every day. If they want them slower they can go to a different one that gives them the option to do it once every three days, once every four days once a week whatever it is. And you can test give them the option to be able to control their own delivery rate. Now obviously you are going to want to do this based on total profit from them but it can be a very interesting way of improving your relationship and giving them what they actually want.

And you also want to test which steps don't contribute to the process. Look at dropout places, look at different versions of the videos and see on the autoresponders and see which ones actually add to the process and which ones don't add to the process.



Fulfillment System

- Deliver product
- Provide post-purchase reassurance
- Encourage consumption
- Reduce refunds
- Get referrals
- Opportunity to buy more of you

So the fulfillment system I just want to review this for a moment. If they buy in this process, they go into a fulfillment process and there you are delivering the product, you are providing this post purchase reassurance that I've already talked about.

You are encouraging consumption because there are so many people who actually return products because they

never had a chance to go all the way through it. But they are hitting a deadline and so they are frustrated and so one of the key things is your autoresponder stream. So basically when someone buys, you unsubscribe them from your prospect autoresponder stream and you put them into a fulfillment autoresponder stream. And so that autoresponder stream is then focused on getting them through the product, making them happy, reducing refunds, getting referrals and eventually giving them an opportunity to buy more from you as a result.



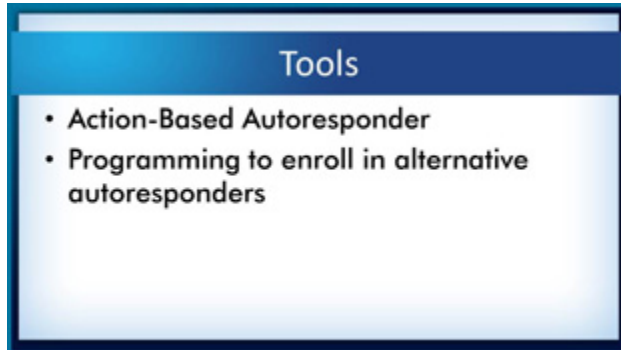
Post-Fulfillment Process

Nurture Relationship Build Desire Sell Something Overdeliver & Impress

- Return into system to buy more of your stuff

Then once you've taken them through that entire fulfillment system then you go through the post fulfillment process where you actually give them the

opportunity to go back into your nurturing relationship and you take them through the system to buy more of your stuff that you didn't offer in that first product.



Now I will tell you this is not easy. This is many hours of work to think through the process, to develop the autoresponders, to develop the videos, and to make it work. But however, it does generate long term significant relationships, sales and profits.

This right here to get enough sales for your product to a long term profitable lifestyle business that you really want to

happen because recognize that everything in that system was automated and just happened on its own, that's the system that you want to have long term to work with your audience. You are going to need some tools to do this. I suggest you focus on getting an action based autoresponder like Infusionsoft is really good at this.

Or you can use some programming to enroll people in alternative autoresponders. So for example on sale, so basically you tell your programmer here is what I want to have happen, I don't want to invest in Infusionsoft or something like that I'm going to stick with my current system but what I want to have happen is on sale I want you to unsubscribe from this and put them into that autoresponder. Or you have on no sale then automatically enroll them in this other autoresponder.

Because it can become quite complex that's the reason why it's best to have some kind of autoresponder or a system that does this automatically and so you are less likely to get mistakes happening in the system and you are able to deliver the results that you want long term. Alright there is your relationship to purchase system, coupled in overall lifetime customer system. These systems can make a huge difference in your business.

I strongly suggest that if you have multiple products right now that you begin to quickly work through the systems or go find some other products that you can put into these systems to be able to work through them. If you don't, I want you to have this system in your mind so that as you add other products you automatically put them into this system and you begin build out yourself this automated system that has literally become the classic money-while-you-sleep model that all of us long to have. Very powerful, it really works.

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