

Nicheology Membership Academy

Lesson #8

**Getting New Subscribers ...
Automatically!**

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Introduction

Today's lesson will get you fresh new subscribers every time it is put into practice.

That's a guarantee.

I've never tried it – *nor have I heard of anyone who has tried it* – where it didn't bring in extra subscribers.

In fact, it's my all-time favorite subscriber acquisition strategy because of it's effectiveness in producing results. Results being new paying customers.

Quite simply, **it works**.

In the simplest of explanations, here it is –

Offer a free trial period to remove the risk of a bad buying decision.

Most people who are interested in your FTM site but has some kind of reservation about joining are afraid that the decision might be a bad one.

- Is this worth the money I'm spending?
- Is this the same as everything else I've seen?
- Is this someone I can trust?
- Is this what I'm looking for?
- Is this some kind of scam?
- Is this really what it says it is?

The list of questions could go on and on.

What if you could remove those questions? Or, at least answer them in a positive way with no real risk to yourself?

You do that, right?

There's where offering a free trial period comes into the picture. By offering a period of examination where the "customer" is NOT charged, they are afforded the opportunity to see if the FTM site is right for them.

And you are afforded the opportunity to remove those questions that are keeping them from becoming members.

So, it works like this...

- 1) *The interested party (AKA "prospect") sees your site and is interested, but hesitant.*
- 2) *You make them an offer for a free trial period to check things out risk-free.*
- 3) *They accept your offer, "order" through the trial offer link and get their introductory lesson(s).*
- 4) *At this point they either cancel their membership (if you're content is good, the majority will NOT do this) or they remain active subscribers and are automatically billed for the month.*

Bottom line: you got someone who probably wasn't going to become a member to become a member ... and your job now is to keep them as a member.

Important Technical Point

Now, what I recommend doing is setting up a SEPARATE webpage for this trial period. The webpage would be the exact same as your main sales page, but it would mention the "trial period".

Note: You can mention the "trial period" in both a prominent position at the top of the salesletter (near the headline) such as "Free Subscription Offer Below" and also at the point of sale near the order link.

The reasons for making this a separate page are many, but the main one that I want to mention is simply this: If you use Clickbank as your processor and have already got your recurring billing "approved", you can't make any changes to it. So, if you haven't included the trial option at your site, then you wouldn't be able to adjust your approved account.

You CAN, however, create another recurring billing at Clickbank (with the same account ... just add a recurring billing product within the control panel and wait for it too to get approved) and include a trial period in this version.

With Paypal and 2Checkout, it's easy to setup trial periods as well. Just follow the instructions they provide within the FAQ or your control panel.

Here's The "Perfect" Trial Period

One of the first questions that comes to mind regarding a trial period is this: how long should I allow free access before the customer is billed?

This time period varies with each TYPE of offer, so what I'm going to suggest ONLY applies to the FTM model.

For FTM sites, the "perfect" trial period is **two weeks**. That is, if you are using the lesson model I suggested during our 4-week setup period: *first lesson is an "overview" lesson, lessons number two through five are explanatory lessons for the points shared in the first lesson.*

By giving the customer a two week period with that lesson structure, they will have received both the "overview" lesson and the first "explanatory" lesson.

This will serve two key points...

- 1) The customer will know your quality is good.** They will have gotten a good taste for your style and substance at this point. If your quality is good (and it IS, right? ☺) then they will realize by this point that you know your stuff and are capable of explaining it in a useful way to them. But, even more than that...
- 2) The customer will be missing key pieces of the puzzle.** If they received the "overview" lesson, they'll know the basic idea of what they are going to be learning during your FTM training. And if they have received the first "explanatory" lesson, they'll have a more detailed look at ONE of the main points of the training. But, at the same time, they'll realize that they need at least those remaining three "explanatory" lessons in order to make the most of that first month's set of lessons. Who can walk away empty-handed?

At this stage if you've done things well, most people will remain active (and will make the first payment through the automatic billing in place) for at least that first month.

Then, they become like any other member of your FTM site ... and it's your responsibility to keep them – along with the others – as happy customers.

Now, real quickly I want to share three strategic acquisition points where you will want to place your notice for the free trial...

1. ON YOUR DOWNLOAD PAGES.

One of the easiest ways to inform people about your free trial subscription is to place a notification on all of your "download" pages.

A "download" page being the web page in which you allow customers to access materials they have purchased and / or subscribers and site visitors to download freebies (reports, articles, etc.) that you have made available.

It works best for download pages associated with PAID orders...

- ➔ The person accessing the download page is a paying customer. They already trust you enough to make a purchase with you. At this point, they are at their hottest towards you and chances of getting them to take action on your free trial are at their greatest.
- ➔ It is very easy to "include" the free trial as an unadvertised bonus with the customer's existing purchase. As something the customer is entitled to as part of their purchase, they will usually access it. Few people want to leave something they feel they've paid for sitting on the table without using it.

As far as the notice itself, I've found it's best to put it in a separate box on the download page to draw attention to itself. Here's an example of what yours could look like...

Here's A Special Unadvertised Bonus...

As a bonus with your purchase today, you will also receive a FREE trial subscription to my **Make Tons Of Money** membership site where I teach members how to build huge, responsive lists and generate lots of eager beaver visitors to their sites.

To claim your free trial subscription, [Click Here](#).

2. IN YOUR AUTORESPONDER SEQUENCES.

Another great way to get new customers through your free trial is to include a message in your autoresponder sequences that informs subscribers of the free trial offer.

This can be used for existing customer follow-up emails, but also for any subscriber lists in which you have multiple messages programmed (I.E. A mini-course, follow-up emails, weekly tips, evergreen newsletters, etc.).

Here is a example email based on an actual email that I plugged into one of my old mini-course's which you can use to model your own...

```
{!firstname_fix} - want a free Traffic XYZ subscription?
```

```
Hi {!firstname_fix},
```

```
Here's something you don't see every day.
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I've decided to do something kind of "risky". Some people will take advantage of this and abuse it. Please don't be one of those people.
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A lot of people have been "burned" online. It embarrasses me and angers me when I think about some of my "colleagues" who have misled and deceived good people like yourself into buying a bunch of smoke and mirrors.
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Chances are, you've been cheated at some point. If not out-right cheated, then certainly "disappointed" in some purchase you made that didn't live up to the promises that were made about it.
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Well, I'm going to prove something to you today. I'm going to prove that what I'm offering isn't a bunch of garbage, that you can believe me and that List And Traffic really
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does deliver (and OVERdeliver...big-time!).

I really think List And Traffic can help you, and I'll be glad to give you a free 3-day trial subscription so you can see for yourself.

You can join at http://www.trafficXYZ.site/trial_period.php

It will give you 3 days of free access and bill you \$10 after the 3 days is up. If you aren't completely convinced it's right for you, just cancel anytime before the 3 days is up and you won't ever be billed a penny.

There's absolutely ZERO risk here.

You'll get complete access without spending a penny to see for yourself if I'm legit, to see if it's right for you and to make absolute certain you aren't cheated again.

(How many marketers are out there making this offer?!)

I encourage you to take me up on this offer. I'm so convinced that you'll be incredibly impressed with what you see that I'm willing to make this unprecedented offer.

If you have any questions at all, please let me know.

Best regards,

My name Here

P.S. I reserve the right to remove this offer at anytime should people begin to abuse it and login to download the materials with no intention of ever remaining a member. This is intended to be a "validation" effort so you can see for yourself that the information is useful to you.

So, that's another great way to use this strategy for getting new subscribers to your FTM site. And there's one final method that I want to mention...

3. AS A BACKEND TO OTHER OFFERS.

This is actually one of my favorites. The idea here is to create a small report that you SELL and use intentionally to get people to join your FTM site.

Let me give you an example –

Let's suppose you have an FTM devoted to home-schooling. You could create a small report entitled, "How To Choose The Perfect Curriculum" that you'd sell for \$7. Then, inside the product itself, on the download page for the product and even in customer follow-up messages ... you'd mention the trial subscription to your FTM site.

What does that give you?

Think about it...

- ➔ Firstly, it gives you something to sell for \$7 to earn another stream of income prior to getting the FTM member.
- ➔ Secondly, it gives you a seamless transition from report to FTM site as they are directly related to each other and a perfect fit for the customer.
- ➔ Thirdly, because the report is "basic" in nature generally targeting beginners (experienced home-schoolers would likely already know how to choose curriculum) your FTM site is a natural next step as it trains the beginner on MANY aspects of home-schooling.

That gives you a great opportunity to earn money WHILE you are getting new subscribers in addition to them paying as active members!

Want to take this strategy to the next step?

Why not offer MASTER RESALE RIGHTS to the \$7 report? That means other people will be able to sell the report at THEIR site and THEY keep 100% of the profit for sales they generate.

Of course, they'll distribute YOUR report (with the free trial subscription offer firmly planted inside!) and they'll use YOUR download page at their site (with the free trial subscription offer firmly planted on it!).

That gives you MANY promotional pages out there all pointing towards your free trial subscription offer.

New customers are certain to come.

At this point, I'm sure you can see why this concept of using a free trial subscription is my all-time favorite subscriber acquisition strategy!

This Week's Assignment

- 1) Create a free trial offer for your FTM site.** This will include setting up a separate page for the free trial and then putting notices in strategic places as we've identified in this lesson.
- 2) OPTIONAL: Create a small report.** If you have time this week, create a small report that you can sell for \$7-\$10 to promote your FTM site. If not this week, then put it on the schedule for sometime in the near future. See you sometime next week. .

Coming Up Next ...

Lesson #9: *"How To Keep Your Subscribers Active"*

In this lesson, I'll show you a simple strategy that I've used for YEARS to keep members active even when they were PLANNING on quitting. In fact, this one simple thing will talk many of your departing members into staying instead of going. Best of all, it's free and takes seconds to implement.