Nicheology's Membership Academy

Lesson #14

Getting Visitors To Join Part 1 of 2

By

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Introduction

If you know anything about marketing (online or offline or any line for that matter ☺) then you know there's something "*missing*" in the FTM puzzle so far in our lessons.

And that missing ingredient is … drum roll please … **the LIST**.

Everybody agrees that "*the fortune is in the list*".

The only reason why we haven't talked about them so far in our lessons is because my emphasis in the early months was to get you a site up and running. Adding a list into the mix would have just been one more thing to get in the way of your launch.

Now that we've moved on into the fourth month, it's time to get a list in place at your site in order to collect leads …

1) To strategically follow-up with them in order to persuade them to join your FTM site.

2) To make other related offers to them in order to persuade them to make additional purchases that you stand to profit from.

Of course, there is "relationship-building" involved in either of these. It's a give-and-take relationship. You provide them with valuable content. They provide you with their business.

So, we need to get a list in place.

        Even if you have a robust 5% conversion rate (5 out of every 100
        visitors to your site joins as a paying customer) that means 95
        people are walking away from your site empty-handed. Most won't
        ever be back.

Since you worked hard to get them to your site, are you simply going to let them walk away without at least trying to get them onto a list?

Of course not.

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<u>IMPORTANT</u>: This lesson is NOT going to cover any kind of "technical" stuff related to setting up your list. That's not the focus of the *this* site, nor could it adequately be explained in one or even a few lessons.

<u>IMPORTANT</u>: This lesson is NOT going to cover any kind of "technical" stuff related to setting up your list. That's not the focus of the *thid* site, nor could it adequately be explained in one or even a few lessons. If you don't know how to setup your own list, I recommend you grab a copy of **<u>MemberTech XYZ Click Here</u>** for details. The course sells for $97 at my site.

What I want to do in this lesson is explain to you the best lead-capture strategy that I've used, offer some key insights into making it work well, and segway into next week's lesson where we'll finish things up with some specifics on the content for your list.

We'll cover things in three stages: The Content, The Concept, The Convert.

1) The <u>Content</u>.

The first thing that I want to address is your "content". Virtually no one will join your list simply because you ask them to do so. Those days are long gone. "Squeeze pages" rarely generate quality leads anymore. People want something in exchange for their email address. They want useful, desirable information.

So, the first thing you need to understand is that you need CONTENT in order to get the visitor to your site to join a list. We're actually going to cover this in great detail in NEXT week's lesson, but I want to introduce you to the idea here today. You're going to put together a 5-Day Mini-Course for your FTM site. That is, there will be a series of 5 related lessons, sent out via autoresponder over a series of 5 consecutive days. This mini-course will offer free content that is related to your FTM site. The content will be used to pre-sell your FTM site to your list (See the "useful, but incomplete" lesson for a refresher.)

Again, we're not going to spend much time on this today, because next week's lesson is devoted to the subject. I'll walk you through the process of putting together this 5-day mini-course (including choosing a topic) next

time.

2) The <u>Concept</u>.

There are a variety of different "capture" methods that list marketers have used over the years. A few of the more popular are…

➔ *Opt-In / Squeeze Page*. This is a short page that's sole purpose is to describe a list and persuade the visitor to the page to join that list.

➔ *Secondary Window*. Whether it's a "popup" or a "flyin" or an "alert", some additional browser window appears with information about a list.

➔ *Embedded Form*. You'll also find list forms embedded in the actual salesletter – at a critical point in the copy – describing an available list.

There are a variety of other methods as well, but these are the primary methods of building a list at your site.

I've used them all – and they all have their place – but the one that I have had the most response with (Response = highest opt-in rate of quality subscribers + sales generated) is the "embedded form … with a twist).

On the next page is a screen shot of an opt-in form I have used on one of my sites. This form was at the very top of the sales page. It's the first thing a visitor sees.

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WAIT! BEFORE YOU CONTINUE...

Want More Traffic, Subscribers And Orders? Get Your Free Copy Of Our 7-Day Mini-Course...

"5 Practices Of Wildly Profitable Affiliate Programs "

Fill In Your Email Address And First Name To Subscribe Now:

Your Name:

Your E-mail Address:

Send My Mini-Course

You will be redirected to this page after you subscribe. Your first lesson will arrive in just a moment. Please check your email . Your information will never be sold our shared with anyone ... NEVER! I respect your privacy and hate SPAM too!

If you're an ebook author, infoproduct creator, software developer or any other seller of digital goods, you've probably tried every "traffic generation" gimmick on the planet, right?

Silently They've Been Keeping Their #1 Traffic Source Out Of The Limelight While Pointing You Towards The

It's attention-getting (without being "gaudy"), it's located in my most prominent position on the page and it convinces many people to join – while at the same time…

It exposes them to my sales page.

My sales page is located below the form.

Now, why is this important? For a variety of reasons, but let me just briefly discuss two. Let me walk you through two scenarios…

> Scenario 1: Let's suppose I do my promotions and get a visitor to my "opt-in / squeeze page". They don't want to join a list. They leave. There is ZERO chance they are going to buy at this point. They're gone. Never even saw the salesletter.

> Scenario 2: I buy PPC advertising with a major search engine to promote my "opt-in / squeeze page". The search engine decides that's against the rules and they terminate my ads. There goes my sales from that advertising source.

With the opt-in form embedded at the top of my sales page, I avoid both of these scenarios (and others that I could mention too).

➔ If the visitors in scenario one doesn't want to join a list, I've got them staring at my sales page which is option #1 in my book.

➔ If that search engine doesn't like opt-in pages, I won't be breaking any TOS with this setup.

That's why I recommend using an embedded opt-in form like the one I've mentioned above for your FTM site. (Note: You can use my own as a model for yours.)

Now – I know what you're thinking – what happens when someone joins the list?

What happens is this: the visitor goes from index.html to index2.html upon joining the list.

The opt-in form is embedded in index.html. I've setup my "destination" URL for the list as index2.html. Index2.html looks like this...

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Your request has been processed. Please read this important letter…

If you're an ebook author, infoproduct creator, software developer or any other seller of digital goods, you've probably tried every "traffic generation" gimmick on the planet, right?

Silently They've Been Keeping Their #1 Traffic Source Out Of The Limelight While Pointing You Towards The Latest "Product Of The Week" To Keep You Buying…

…All The While, You're Staring At The Best Source Of Free Traffic And Probably Don't Even Realize It!

" No gimmicks: here's the truth about traffic… "

And I've got them right back reading the salesletter again! They are now on my list with its follow-up sequence already in place. They'll take a look at the salesletter RIGHT NOW (and many will buy) and they'll likely return to take a further look after I convince them to do so with the follow-up emails (the "Mini-Course") loaded with "useful, but incomplete" content.

It's a great system. And it works like a charm.

3) The Convert.

As with most everything else, you can do this – and you can do it RIGHT. There are some keys to success with this method that I'll quickly list…

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➔ ***Attention-Grabbing Design***. To be sure, just about ANYTHING at the very top of your page is going to attract attention. But, there's a big difference between a rusted old jalopy with smoke coming out of the windows and a candy apple red corvette. Both will get your attention, but only one has appeal. Your design should look attractive, that's a given. It should also be clearly set apart. Notice that my design has a dashed border which clearly separates it from the remainder of the page. Colors and fonts that blend in with the remainder of the page design is also paramount.

➔ ***Right Choice Of Words***. Notice the first line of my example: "Wait … Before You Continue". This isn't just a random set of words. I chose these because they have proven to get attention (How many times have you ever heard or seen the word "Wait" without at least pausing to see what's up?) and then instruct the reader prior to reading the page that they came to the site to read.

➔ ***A Related, Specific List Offer***. This is the big key right here. Whatever list you are going to offer in this box must be RELATED to the FTM site that you are promoting on the remainder of the copy on the salesletter for that page. Why is this important? Without going into all of the "reasons why", the bottom line is this: "related" sells. And not just related, but also "specific". It's not "A Free Mini-Course", it's "5 Ways To Lose 5 Pounds in 5 Days Free Mini-Course".

➔ ***The Promise Of Something Desirable***. There is one question you should always ask yourself when it comes to ANY type of list you create: WHY should the person staring at my opt-in form join? If you can't answer that, they probably aren't going to subscribe. The best and most effective answer to that question is this: I promise to share something they desire when they join. People that visit my Sales Army Secrets site want more traffic, subscribers and orders … that's what I promise to deliver.

These simple things will allow you to "convert" visitors into subscribers. That's the first part of the process of getting the order. Get them onto a list. Then, it's up to the content of your list mailings to get them to join your FTM site.

Next week I'm going to walk you through some easy steps for WRITING a 5-day mini-course that is sure to send your conversion rate through the roof.

This Week's Assignment

1) **Create an opt-in form**. Go ahead and setup your autoresponder lead list itself (With Aweber.com, Getresponse.com or whoever you use) so you'll have that ready when it's time to load it to your sales page. And create your opt-in form. All you need is a "skeleton" in place at this point. I'll help you with what WORDS to put in the form in next week's lesson.

2) **Be thinking about a mini-course**. I'll give you plenty of ideas in our next lesson, but a bit of advanced thought certainly wouldn't hurt. **Here's what I want you to do: think of the 5 BIGGEST BENEFITS to joining your FTM site**. What are the TOP FIVE REASONS someone should join your FTM site. Write those down and we'll use them next week to create a mini-course.

That's it for this lesson.

See you sometime next week.

Coming Up Next …

Lesson #12: *"Getting Visitors To Join – Part 2 of 2"*

In this lesson I'm going to walk you through the creation of your 5-day mini-course … lesson by lesson! I'll give you some great templates, idea starters and strategies for making it convert visitors into subscribers and subscribers into customers! This lesson is easily worth the entire month's fees by itself.

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