Lesson #20

How To Get 100 New Subscribers For Your Site

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Introduction

Whether you've already launched your FTM site or you will be doing so shortly, one thing that's on every membership site owners mind is simple …

Getting new subscribers!

The truth of the matter is this: you have to do the same amount of work setting up the site and preparing the weekly lessons REGARDLESS of "how many" (or "how few" ☹) subscribers you have.

Your workload is the same … so you might as well get more subscribers paying you, right?!

I want to quickly go over a very simple plan for getting subscribers for your FTM site. Instead of paying $1,997 for a course that teaches (albeit in greater detail) the same basic idea, why not read this? ☺

There are three steps…

Step 1: <u>PREPARE</u> a paid small report.

Write a 12-15 page small report on a topic directly related to your FTM site.

➔ *This is not a "freebie" to generate <u>LEADS</u>, but rather a "paid offer" to generate <u>CUSTOMERS</u>.*

Setup this small report to sell at your website. Use the SAME website that you are currently using, but with a different page than your regular sales page.

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For example. If a membership site is at:
http://www.membershipxyz.site/FTM , I could use any of the
following as my sales page for the small report...
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- http://www.membershipxyz.site/FTM/specialreport.html
- http://www.membershipxyz.site/FTM/setup_a_membership_site.html
- http://www.membershipxyz.site/FTM/quickstart/

Why not use a separate domain? One reason is so save time and costs. This way you don't need to register a new domain or secure additional hosting.

But, there's another more important reason –

You expose them to your main site!

An indirect traffic method is to send visitors to a page at your main site, such as http://www.membershipxyz.site/FTM/quickstart Now, if you've never been to that site before, what are you likely to do? You are likely to remove the "quickstart" from the URL and take a look at the main site page JUST TO SEE WHAT'S THERE!

Why you won't get a huge amount of new subscribers from this indirect viewing of your main salespage…

   A) You will get a small percentage who order … and every order counts!

   B) You will also get people FAMILIAR with your offer. Every time someone is exposed to your offer they become more likely to buy it.

Bear it mind, however, that this isn't the point of this strategy at all. That's just a bonus result from implementing what I'm explaining.

The main point really is to sell the report. At least, for now.

You'll want to write this small report and set it up at your site to sell.

Price the report at $5.00 so you'll get a <u>very high</u> conversion rate.

You want as many people to BUY this report as possible, so make it very affordable. $5-7 is a good price.

Why not give it away for free?

There are two VERY STRONG reasons why you should sell this small report instead of give it away…

➔ **Buyers are more likely to become paying members of your FTM site than freebie seekers are**. Remember, the ultimate goal is to get more subscribers to your FTM site … people who will be paying you MONTHLY, over and over again. It's a proven fact that those who BUY from you are much more likely to buy again than those who have never bought before. The bottom line is this: you'll attract a higher quality

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prospect for your FTM site by selling as opposed to giving away.

➔ **By selling the report, you offset the cost of advertising**. You're primary source of traffic for this small report is going to be "pay-per-click" traffic (I.E. Google Adwords®) simply because it's quick and effective. (Although you can certainly get traffic to the site from ANY source you want for eve greater results!). By selling the report you are basically subsidizing your advertising. In essence, you get the traffic for free!

Write this small report based on all of the lessons that we've covered so far on "idea generation", "writing", "models", "sources", etc. Instead of writing 2-5 page "lessons", stretch it out to 12-15 pages for the "report".

> Note: If you've created an "overview" lesson as your initial "lesson #1" then you might even want to consider polishing that up just a bit and offering it as this small report.

If you'd like additional information for writing small reports, I have an entire section in Copywrite Academy devoted to the topic, which you can get at http://www.nicheology.com/members/Copywriting-Academy.cfm

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IMPORTANT NOTE

Be sure you setup a "customer capture page" that you send the small report customers to BEFORE they arrive at the "download" page. This "customer capture page" forces the customer to input their name and email address prior to accessing the small report.

Refer to Lesson #3, Part #4 for details on setting up a "customer capture page".

Step 2: POINT the customer to a free test drive.

On your fulfillment page for the small report (I.E. The "download" page), make a TRIAL SUBSCRIPTION available for all customers as an "unadvertised" bonus.

➔ Re-read lesson #8 for a reminder of how to setup a trial offer.

Let the customers know that they are automatically entitled to the trial subscription by making the purchase of your small report.

There is a percentage of people who will AUTOMATICALLY enroll for the trial subscription simply because it's "included" as something they've purchased … and they don't want to miss out on something **they feel like they've paid for**.

You can also put some kind of deadline on the trial. I.E. This trial is only available for activation TODAY.

Again, this will garner results … none of us want to miss out on something that we are interested in. (Note: If you mention a deadline, please make it a REAL one! Don't mislead or lie … this will always come back to bit you.)

Provide a brief description of the membership site, along with a link to the complete sales page with trial offer order link in place. (Again, refer to lesson #8 for more details on setting up this trial page.)

So, now what happens?

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1) A PROSPECT arrives at your sales page for the small report.

2) They read the sales page and are interested, especially at
   only $5.00 investment.

3) An order is placed and the CUSTOMER arrives at the download
   page to retrieve the report.

4) The customer sees they can also get a 15 day free trial for
   the membership site.

5) A decision is now made to activate the free trial or walk away
   empty-handed.
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You'll find that this process gets new subscribers to your FTM site. It's not "forced" continuity as some people teach (which, by the way, is very controversial and get be illegal if done improperly) but is what I call "persuaded" continuity.

Now, to make sure number 5 above ("a decision is now made") is accomplished in YOUR favor (I.E. They activate the free trial instead of walk away!) there is another step which can swing things your way…

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Step 3: **<u>PRESENT</u> a bonus which requires activation**.

Create an additional HIGHLY DESIRABLE bonus that the customer only gets if they activate the trial subscription RIGHT NOW.

➔ A software program that "automates" some aspect of the training.

➔ Free coaching in your Inner Circle or a free consultation or some other option for personalized assistance.

➔ Ready-made templates or other resources to create an faster, easier or better result.

➔ A copy of a PAID product or service that you offer (or work out a joint venture to give away someone else's stuff).

This can be something you create yourself, something you buy PLR or other licensing to, something you outsource to have created, etc. It doesn't really matter as long as the "activation bonus" is one that is very desirable. You want the customer to think, "This is just too good to pass up."

I'll give you an example…

A few days ago I walked into Sam's Club to buy some steaks to cook on my grill. As I was checking out, a manager came over and said, "Mr. Brown would you like to upgrade your membership to PLUS?" He went on to say, "It's normally $100, but will cost you only $30 today. Plus, I'll give you a $15 gas card and a $100 hotel voucher. And, if you want to cancel the membership, you can keep the gas card and voucher."

I usually say "no" to these kinds of offers (after all, I'm a marketer and I know how this all works!) but I said "yes" this time because I knew that I'd use the gas card immediately (knocking my investment down to $15) and I travel all the time and so I knew I'd use the voucher (meaning I "profited" $85). Added to which, I'll have the benefits of the PLUS membership. And I can keep the goodies if I decide that I don't want the membership.

In this case, they presented an offer that I couldn't say "no" to.

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Which brings me back to my point: You need to create a compelling offer here with the bonus. It needs to be an offer that your small report customers can't say "no" to.

> Note: Just to give you a quick education in marketing in case you don't know WHY Sam's Club made me this offer, let me explain what's in it for THEM. When my PLUS membership expires, guess what happens? I'm AUTOMATICALLY billed for the next year of the PLUS membership unless I cancel it before it's due. They are playing the percentages. Taking a loss now (a minimum one) to profit later.

The bottom line on all this is …

- √ **You create a <u>CUSTOMER</u> list for free!** The small report fees offset the advertising costs. (Heck, you can actually make a PROFIT from the small reports.)

- √ **You get a percentage of <u>IMMEDIATE</u> signups!** A number of those who buy the small report will automatically join your FTM site as a result of your free trial and "activation bonus".

- √ **You bring in <u>AUTOMATED</u> subscribers through follow-ups!** Remember your "customer capture page"? Load the autoresponder for that customer list with follow-up mailings to convince fence-setters to join your FTM site as well.

Once you have this system in place, it's simply a matter of driving traffic to the sales page for your small report.

Again, this can be done with ANY kind of traffic (your affiliate program, buying solo mailings, search engine optimization, social marketing, etc.) but you might want to begin with pay-per-click traffic (I.E. Google Adwords®) simply because you can begin getting the traffic TODAY. (And, remember, the advertising costs are offset by the sales of the small reports).

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This Week's Assignment

1) **Setup your "persuaded continuity" process**. Follow the instructions in this lesson to setup your own method of converting visitors into small reports customers into FTM site customers.

That's a wrap for this time.