

Here's the Most Important
Element for Success
in Your Business

Presented by:

Abbie Drew
SendFree



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Web site at:

www.sendfree.com

SendFree
24-G West Main Street #227
Clinton, CT 06413 ph. 860-669-4365

Here's The Most Important Element for Success in your Business

Dear Friend and Subscriber,

Doesn't it make you furious that you could be making five times as much money (or more) from your business – if only you knew how?

You probably feel like you've been spinning your wheels, trying to master Internet promotion. You've learned about search engine optimization, pay-per-click advertising, PR, banner ads, link exchanges, classifieds, web design and email marketing.

You may even have spent more money than you wanted, buying advertising. Or you've purchased courses on how to do Internet marketing, and you're overwhelmed.

**You're confused about what works and what doesn't.
And, you wonder whom you really can believe?**

The problem is there's an over abundance of information about marketing on the Internet. The majority of it discusses how to drive traffic to your web site and make the sale.

If you follow that advice and just drive more and more traffic to your site you'll never achieve the success you truly deserve.

Why?

Because you're missing the most important statistical information that will make your business a success.

When you apply this information to your sales strategy you will radically change your results.

Imagine if you made 50%, 60% or even 80% more sales from your business. Your income would double, triple or even quadruple!

You'd finally be able to say, my Internet business is a success! It would make the money you need and want. You'd be able to work the hours you choose. And you'd have the time you want to spend with family and friends.

When people ask what you do, you'd be able to smile and proudly say, I work for myself. I have a successful Internet business selling . . .

Could this truly become your reality? Don't be surprised if it happens when you apply this statistic.

Are you finding it hard to believe a single statistic is the answer to your business woes, and that it's being given away to you in a free ecourse?

Believe it!

You could learn all there is to know about search engines, PR and advertising. You could re-design your web site and re-write your copy. None of these strategies would help your business as much as knowing and applying this one statistic. It trumps every course, seminar and ebook.

In addition to reviewing this critical statistic, in the coming days you'll also discover exactly how to put this statistic to work in your business.

But if you want to change the results of your business, it's not enough to just know the statistic. You have to act upon it; put it to work. So let's get going!

What is the statistic?

The National Sales Executive Association conducted a survey that showed that the number of sales a person made depended upon how many times the prospect was contacted. **The statistic shows that most sales are made between the 5th and the 12th contact.**

Here's the data the NSEA compiled:

2% of sales are made on the 1st contact
3% of sales are made on the 2nd contact
5% of sales are made on the 3rd contact
10% of sales are made on the 4th contact
80% of sales are made on the 5th - 12th contact

If you're simply driving traffic to your site and you have no follow-up mechanism, you're losing 98% of your sales. **Ouch!@#** It's no wonder you're not making the money you know you should!

Now that you know the reason for your poor returns, you can make changes. What you need is an easy to use follow-up mechanism that runs on autopilot.

Email follow-up is the key to your Internet profits.

Why is email so effective?

Let me start to answer the question by way of a story . . .

At the end of last week I received an excited call from Carrie, a new SendFree member.

She said:

“I can’t believe it! I put a SendFree form on my site and I’ve already gotten two out of two! This is an incredible tool!”

At first I wasn’t quite sure what two out of two meant but upon further discussion I came to learn that the two people who had filled out the SendFree form on her web site wanting additional information by email had both then purchased her product!

Carrie was amazed that simply sending her prospects valuable information by email and then following-up would work. She had no idea email could be so effective. After seeing her results, she’s now an email believer.

I wanted to share Carrie’s story, as it was a reminder that many marketers are not using email marketing. In some instances the marketers are just unaware, as Carrie was, and in other cases the marketers are convinced email is dead.

Well, email is alive and well. In fact, I have been reliant upon email to make my living for so long, I take it for granted that everyone knows to collect the email addresses of prospects and send email follow-ups.

However, many small businesses are not focused on email marketing due to the online gurus. Most emphasize the need for web traffic to the exclusion of all else. These experts talk about driving traffic to make sales with little mention of email. I, however, contend that traffic alone is not good enough.

Your business must build and follow-up with an in-house email list!

Why?

For starters we've already discussed that only 2% of all sales are made on the first contact. If you only drive traffic to your site with no follow-up you're losing up to 98% of all possible sales.

If that's not enough to convince you, here's more evidence . . .

The 5 essential reasons to use email for follow-up:

1) Email follow-up saves you money!

If you have access to the Internet you can send off an email without spending a dime. You can even automate email follow-up with prospects for practically nothing. How many business tools allow you to communicate and follow-up with multiple prospect for free or very little cost? Making phone calls has an expense. Sending letters by postal mail has an expense. Driving to meet prospects face to face has an expense.

Email is an incredibly cost effective tool for your business.

2) Email follow-up saves you time!

Sending out email to prospects and customers is quick and easy. How long does it take to compose an email message and hit send? A minute, two maybe? And if you have pre-set email messages being sent out by autoresponder, responding by email is done automatically.

When you want to send out a newsletter or update to all your customers at once, email makes it simple. You just write the message, put it into your emailer and hit send. That's it. You're done.

Just think about the amount of time it takes to make a phone call, send a letter or attend a meeting. Email is so much faster!

3) **Email follow-up saves you hassle!**

Email takes the headache out of staying in touch with prospects and customers. With an email autoresponder, you set it and forget it. You put the follow-up system in place once and then you're done. Your business follow-ups on auto-pilot!

And remember, follow-up is critical to sales. The stats show only 2% of sales are made on the 1st contact. While 80% of all sales are made on the 5th - 12th contact.

With email autoresponders you avoid the nightmare of constantly trying to remember to follow-up using other communication tools like the phone, letters or meetings. Imagine the time it would take to use these methods for follow-up.

Email just makes doing business easier!

4) **Email follow-up is appreciated.**

Email is easier for both you and for your customers. Email saves your prospects and customers time and money as well. There is a reason why email is the most used tool online. In fact 92.5% of the US Internet-using population checks email on a regular basis.

We all like it.

When you reach out to your prospects and customers using a communication tool with which they're comfortable you get better results.

5) **Email follow-up makes you sales.**

Sending helpful and/or informative email regularly to your prospects and customers builds credibility. Your email list of subscribers becomes accustomed to hearing from you. They come to know, like and trust you. Your email communication establishes a relationship with subscribers upon which sales are made.

- **Email subscribers become familiar with you.**

Your email messages show up in their email box regularly and they have to deal with the message in some way. Be it read it or trash it – they still see it. A subscriber who be-

comes familiar with you is more likely to buy from you than from someone unfamiliar.

- **Email subscribers develop an obligation to purchase from you.**

You are keeping in touch and continually providing useful information that is appreciated. Most subscribers will want to reciprocate. They'll feel they should buy from you because of all you've given to them.

- **Email subscribers' remove barriers to doing business.**

We all hate to be sold something. As a result we erect walls of objections to the hard sell. Constant email communication knocks down those walls. Subscribers come to think of you as a friend rather than a salesman.

- **Email subscribers are given multiple chances to buy.**

With every email you provide a reminder of the great products / service you offer. And, as noted by the National Sales Executive Association, most of us don't buy the first time we learn of a product. Your email follow-up keeps making the items available, increasing the chances of a sale.

Email is an incredibly powerful and effective tool.

And in the coming days you'll find out step-by-easy step how to use it.

Here's an overview of what's to come:

1) How do you capture the contact information of prospects?

Visitors to your site are simply window shoppers until they commit. Learn the secret technique that makes prospects beg to give you their contact information!

2) How do you build an in-house list?

You may have heard the expression, "The Money Is In The List . . ." well, it's absolutely true. Find out why the first rule of online business success is having your own email list.

3) How do you effectively follow-up?

Discover 7 techniques to creating killer content with little to no writing needed from you! Your prospects will eagerly read your every word!

4) How do you ensure your follow-ups are received?

Even a desired message can end up lost or trashed. Master the fundamentals of getting your message through people's junk mail filters.

Yes, a lot of information is about to come your way. And if you are reading this right now, wondering why you haven't been following up with email before now, check out the [SendFree autoresponder service](#) right now!

You'll be glad you did!

Talk to you soon,

Abbie Drew
DEMC Publisher

[Sign-up Now for a Free 30 Day Trial SendFree Account](#)

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