

Follow Up For Success!

How You Can Create a Marketing System That Creates Clients on Auto Pilot!



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On average, it takes 6-12 contacts for a person to make a buying decision (varies depending product, industry, cost, etc).

On average, businesses follow up 1-2 times.

That means that we as businesses are leaving money on the table and NOT satisfying the requirements and requests of our prospects / future clients.

Why does this happen? It could be many different reasons, but here are the most common:

1. Time – business owners don't have the time to follow up
2. Expense – business owners perceive follow up systems as expensive
3. Knowledge – business owners don't know what to say or how to say it
4. Perception of Bugging – business owners don't want to be seen as pests

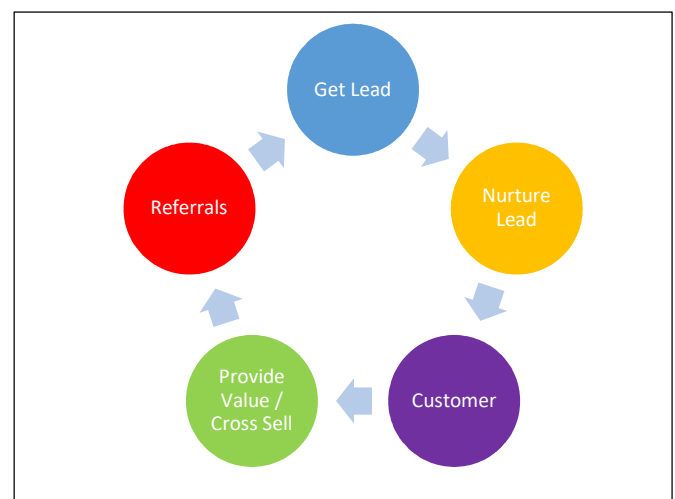
I am going to show you how to create a follow up system that doesn't take much time (after the initial set up), is not expensive, give you instructions on what to say and how to say it, and provide so much value your prospects will actually appreciate you reaching out to them.

What is a follow up system?

A follow up system is an automated way to stay in front of prospects and existing clients, providing value and building the 'know, like and trust' factor.

In the figure to the right, the process is:

1. Get a Lead
2. Nurture the lead
3. Convert to client
4. Nurture the client
5. Get referrals
6. Repeat



Get a lead

To get a lead, you have to have the ability to **capture** the lead and you need the traffic. You can use lead capture pages like Lead Pages --- www.leadpages.net (great software that allows you to optimize every piece of your marketing automatically). Lead Pages has automated social media integration as well as text marketing integration. Lead Pages is a little pricey to begin with (>\$400 per year) and doesn't include an autoresponder. Because of that, I am going to just focus on Aweber and it's tools.

Aweber has a 30 day free trial (which is great to see if you are comfortable with the platform). After that, the cost is \$19/month for up to 500 subscribers. It goes up depending on the number of subscribers you have.

You can also use your email system / auto responder's lead capture forms. These are not as robust as Lead Pages, but they are already included in a system you need to purchase any way.

Go to Aweber → <http://followupforsuccess.aweber.com> and sign up for a 30 day free trial.

First we are going to create a lead capture form. First click on 'Sign Up Forms' at the top.

The screenshot shows the Aweber User Control Panel. The top navigation bar includes links for Home, Messages, Subscribers, Sign Up Forms, Reports, and List Options. The 'Sign Up Forms' link is highlighted. Below the navigation bar, the 'Account Overview' section is displayed, showing subscriber statistics and scheduled broadcasts.

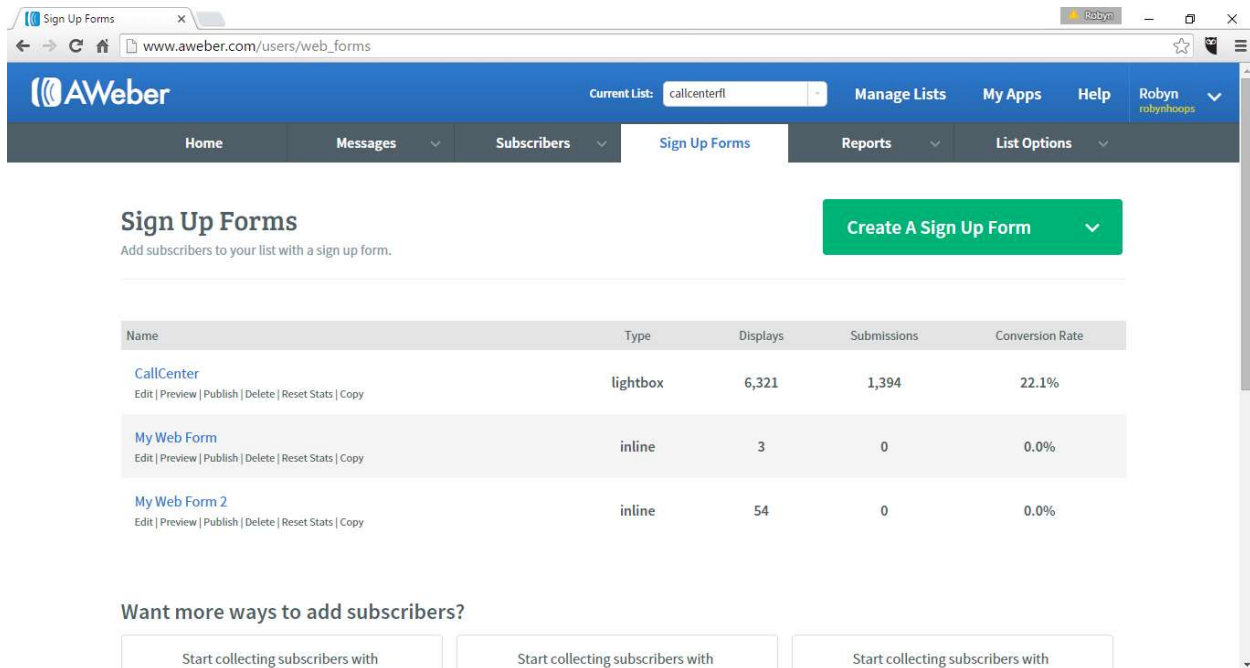
Subscriber Stats	
Subscribers Today	0
Subscribers Yesterday	0
Unsubscribed Today	0
Total Subscribers	935

Scheduled Broadcasts

You have no broadcasts scheduled at this time.

Keep your subscribers engaged by regularly sending them emails. Broadcasts include weekly newsletters, event announcements, or updates about new promotions. Get started!

[Create A Message](#)



Sign Up Forms
Add subscribers to your list with a sign up form.

[Create A Sign Up Form](#)

Name	Type	Displays	Submissions	Conversion Rate
CallCenter Edit Preview Publish Delete Reset Stats Copy	lightbox	6,321	1,394	22.1%
My Web Form Edit Preview Publish Delete Reset Stats Copy	inline	3	0	0.0%
My Web Form 2 Edit Preview Publish Delete Reset Stats Copy	inline	54	0	0.0%

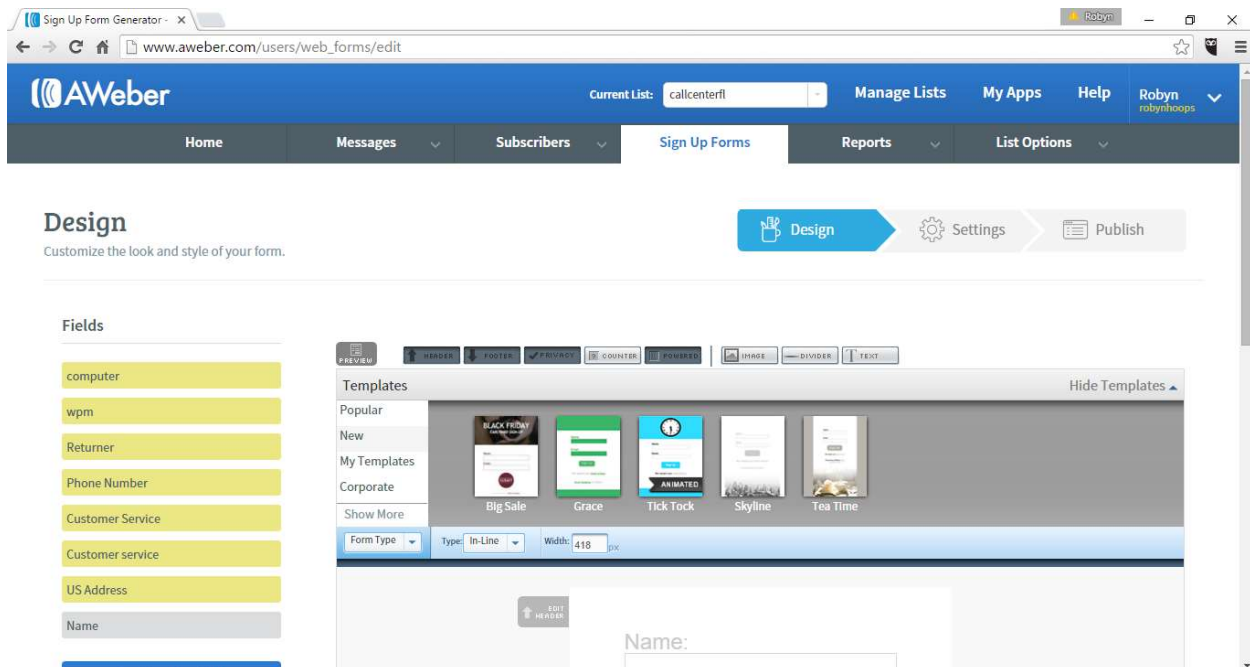
Want more ways to add subscribers?

Start collecting subscribers with

Start collecting subscribers with

Start collecting subscribers with

Click the green “Create a Sign Up Form” button



Design
Customize the look and style of your form.

[Design](#) [Settings](#) [Publish](#)

Fields

- computer
- wpm
- Returner
- Phone Number
- Customer Service
- Customer service
- US Address
- Name

Templates

Popular

New

My Templates

Corporate

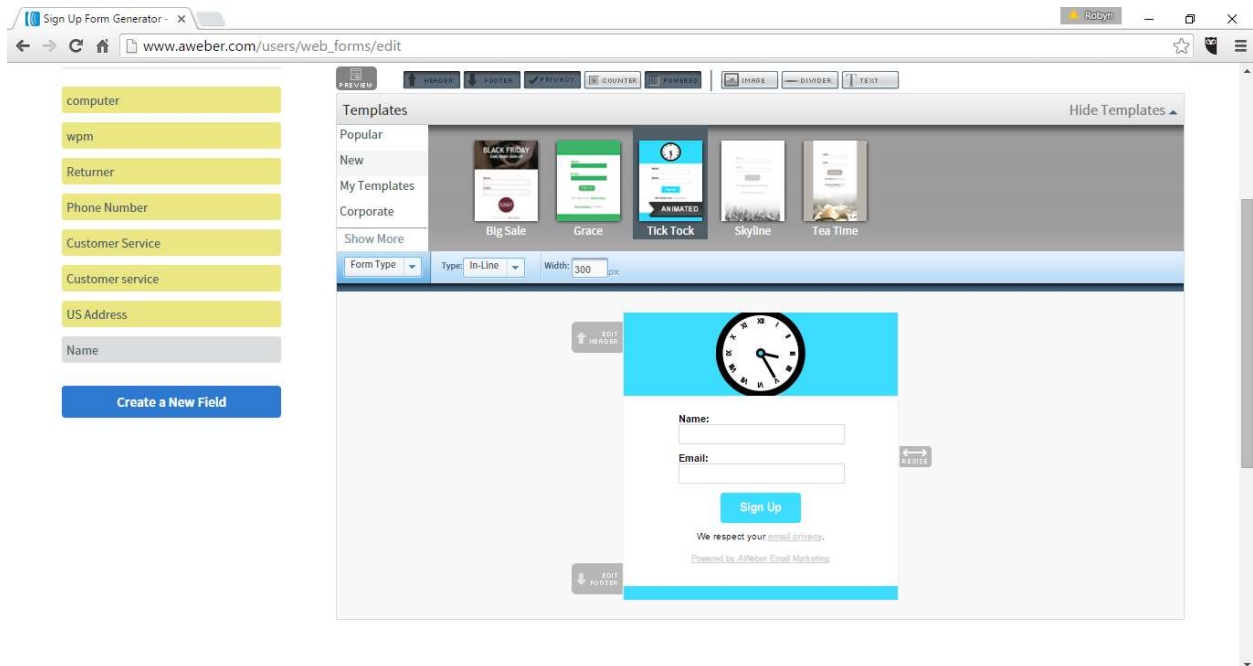
Show More

Form Type: Type: In-Line Width: 418 px

Big Sale Grace Tick Tock Skyline Tea Time

Name:

You are now going to step through the process of designing your form.



In this part, you can add fields, you can take away fields, you can change the layout, the colors and just about everything on the way it looks.

You will then hit the green 'Save your form' button then hit the blue 'Go to step 2' button.

On this page (below), you are setting up the basic settings. You name your form, you choose what type of thank you page (you can do basic, audio, smart video, custom). This is the page your subscribers will be sent to once they complete the form. And the page can have just text, it can have audio, video, or a totally different website. And all it does is it tells your new subscriber THANK YOU and tells them to go to their inbox to approve (Aweber typically uses a double opt-in --- meaning people sign up for the list then get an email that says 'click here to confirm').

The screenshot shows the AWeber 'Settings' page for a web form. At the top, a green notification bar states 'Your web form has been saved.' Below this, the 'Settings' section is active, with tabs for 'Design', 'Settings', and 'Publish'. The 'Basic Settings' section includes a 'Form Name*' field with the value 'My Web Form 3', a 'Thank You Page' dropdown set to 'Basic Version' with a 'Preview' button, an 'Open this in a new window' checkbox, and an 'Already Subscribed Page' dropdown set to 'Basic Version'. A 'Show Advanced Settings' link is also present. At the bottom, there are two buttons: 'Save Your Form' (green) and 'Go To Step 3' (blue).

You will then hit the green 'Save your form' button then hit the blue 'Go to step 3' button.

The screenshot shows the AWeber 'Publish' page for a web form. The top navigation bar includes the AWeber logo, a 'Current List' dropdown set to 'callcenterfl', and links for 'Manage Lists', 'My Apps', 'Help', and 'Robyn robynhoops'. The 'Publish' section is active, with tabs for 'Design', 'Settings', and 'Publish'. Below the tabs, the 'Who Will Publish This Form To Your Website?' section offers three options: 'I Will Install My Form' (with a description: 'You are comfortable with HTML and have access to edit your pages'), 'My Web Designer Will Install My Form' (with a description: 'Send an email to your designer containing the HTML and the instructions they need'), and 'Have AWeber Host My Form' (with a description: 'Link to a page that has my form').

This screen allows you to get the code and install it onto your website. I usually just click on the 'I Will Install My Form' because it is very simple to add this to your website (just cut and paste HTML code).

So you just copy and paste that code into the 'text' screen for Wordpress and in the html code for other websites.

Nurture the lead

To nurture the lead, you need to have an automated email marketing system. In addition, you need to have a system for maintaining on a regular basis. And you need to integrate into social media.

For the automated email marketing, you will be using Aweber again.

The first thing you need to do is create your list.

The screenshot shows the AWeber User Control Panel. The top navigation bar includes 'Home', 'Messages', 'Subscribers', 'Sign Up Forms', 'Reports', and 'List Options'. The 'Current List' is set to 'callcenterfl'. The 'Account Overview' section shows subscriber and message activity across all lists. A green 'Create a Message' button is visible. The 'Subscriber Stats' section displays: Subscribers Today (0), Subscribers Yesterday (0), Unsubscribed Today (0), and Total Subscribers (935). The 'Scheduled Broadcasts' section indicates that no broadcasts are scheduled at this time, with a 'Create A Message' button.

So from the above screen, you click on 'Manage Lists.'

The screenshot shows the AWeber 'Manage Lists' page. The top navigation bar includes 'Home', 'Messages', 'Subscribers', 'Sign Up Forms', 'Reports', and 'List Options'. The 'Manage Lists' section is active, showing a 'Create A List' button. The 'Email Marketing & Analytics' section includes a 'Back Up & Export All Active Lists' button. Below this is a table of active lists:

List Name	Status	Subscribers	Unsubscribes	Action
adeccoassociate Adecco Associates email blast	Active	85	40	Deactivate
bizbrevard Start a Biz in Brevard list	Active	0	0	Deactivate
callcenterfl Call Center Positions In Melbourne	Active	845	79	Deactivate
Echelon Health - Current Clients Current client list of Echelon Health (including weight loss, concierge, and direct pay clients)	Active	0	0	Deactivate
Echelon Health - New Businesses	Active	0	0	Deactivate

You will then click on the green 'Create A List' button at the top.

New List Setup x

https://www.aweber.com/users/newlist#about

AWeber Robyn robynhoops

Tell Us About Yourself

Leave the Setup Process

Your Company Name

Follow Up For Success

Your Company Website

http://www.followupforsuccess.us

Which address would you like to include at the bottom of your emails? [Explain This.](#)

Use an existing address

2405 Creel Lane 3421 W Empedrado Street 915 S Babcock Street

USA USA

Use a different address

What sender name and email address should appear with your emails?

Sender Name

Robyn Hatfield

Sender Email

robyn@followupforsuccess.us

Next Step

AWeber Communications
1100 Maple Drive Chalfont, PA 18914, USA

f t g+ i Search...

You are going to name it, add the website, and add a mailing address. You will also include the sender's name and email.

Then click the blue 'Next Step' button.

You will now need to name and describe your email list.

Let's Create Your List [Leave the Setup Process](#)

What would you like to name your list?

List Name

Follow Up For Success - ebook

Briefly describe the emails your subscribers are going to receive.

List Description 83/400

Learn how to create clients on auto pilot using a fully automated follow up system.

Your subscribers will see this description. Where?

[Go Back](#) [Next Step](#)

Then click on the blue 'Next step' button.

You will now need to add in the information on the follow up email your subscribers will receive (for double opt in). This is received by your subscribers once they complete the form (and this email goes to their email).

You can change the heading and parts of the body.

Approve Your Confirmation Message [Leave the Setup Process](#)

A confirmation message can be sent to a new subscriber when they join your list. It asks for their permission to receive email from you.

By customizing the message your subscribers are more likely to confirm if you use this option. [More Info.](#)

Choose a Pre-Approved Subject (Recommended)

Confirm your subscription.

or, [Request Approval for a Custom Subject Line](#)

Confirmation Message Body

Insert Personalization

Please click the link below to confirm that you'd like to receive email from JSBTampa regarding our outstanding FOLLOW UP FOR SUCCESS program that delivers clients on auto pilot!

Now click the green "Approve message and create list" button.

NOW IT'S TIME TO CREATE THE ACTUAL EMAILS!

You have the list created, now it's time to create the emails. But before you do that, you need content.

Start with answering these questions:

1. Who is your ideal client? Be as specific as possible.
2. List 3-5 main objections your ideal client has to buying your product or service.
3. What is most important to your client about your product and service as it pertains to THEIR life? What are they struggling with? How can you help?
4. Tell me about your product/service. What are the main benefits (not features)? What's in it for your client? List as many as you can think of (and as specific and detailed as possible).
5. What are 3 things that most people don't know about your product / service (and most people would WANT TO)?

6. What are 3 new trends or new events happening in your industry right now?
7. List 3 interesting facts about your company or your industry that your ideal client would want to know.
8. Do you have events that occur on a regular basis (example: seminar first Thursday of the month)? What are they and when? – it's great to invite clients to your events if they are local
9. What are your top 10 frequently asked questions?

You will need to create at least 6 emails for follow up for prospects and 6 emails for follow up for clients. You will also want to create:

- White papers
- Checklists
- Ebooks

These are high perceived value and your prospects and clients will appreciate you creating and sharing this. You can create these by using the questions above also.

For creating emails, go to Home (on Aweber) and click on the green 'Create a Message' button.

The screenshot shows the AWeber User Control Panel. The top navigation bar includes links for Home, Messages, Subscribers, Sign Up Forms, Reports, and List Options. The current list is set to "Follow Up For Success - ...". The main content area is titled "Account Overview" and includes a "Create a Message" button. Below this, there are two sections: "Subscriber Stats" and "Scheduled Broadcasts".

Subscriber Stats	
Subscribers Today	0
Subscribers Yesterday	0
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Total Subscribers	935

Scheduled Broadcasts

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[Create A Message](#)

I usually pick the drag and drop builder.

Create your message using the content you created by answering the questions.

The screenshot shows the AWeber "Edit your Message" interface. The top navigation bar includes links for Home, Messages, Subscribers, Sign Up Forms, Reports, and List Options. The current list is set to "Follow Up For Success - ebook". The main content area is titled "Edit your Message" and includes a "Preview & Test" button. Below this, there is a "Message Properties" panel on the right and a "Drag and Drop Builder" on the left. The builder includes a "Headline" section with a placeholder text "Hi (firstname_fix)" and a "Paragraph" section with a placeholder text "Thanks for being a loyal email subscriber. We appreciate hearing from you. Let us know if you ever have any questions.".

Message Properties

Current Template: Plain (Left Aligned)

[Templates](#)

Background Color:

[Undo](#) [Redo](#)

Drag and Drop Builder

Headline

Paragraph

Article

Image

Video

Button

Follow Me

Product

Coupon

MY 1,000 Logo

Signature

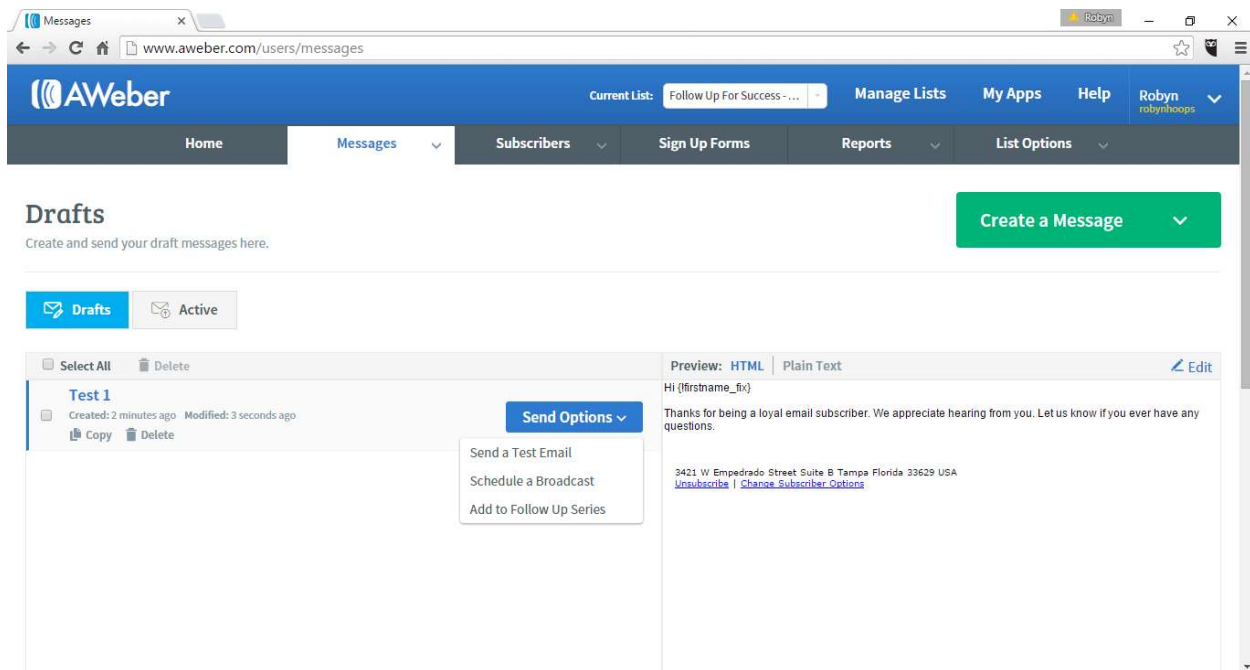
Divider

Plain Text: **Auto**

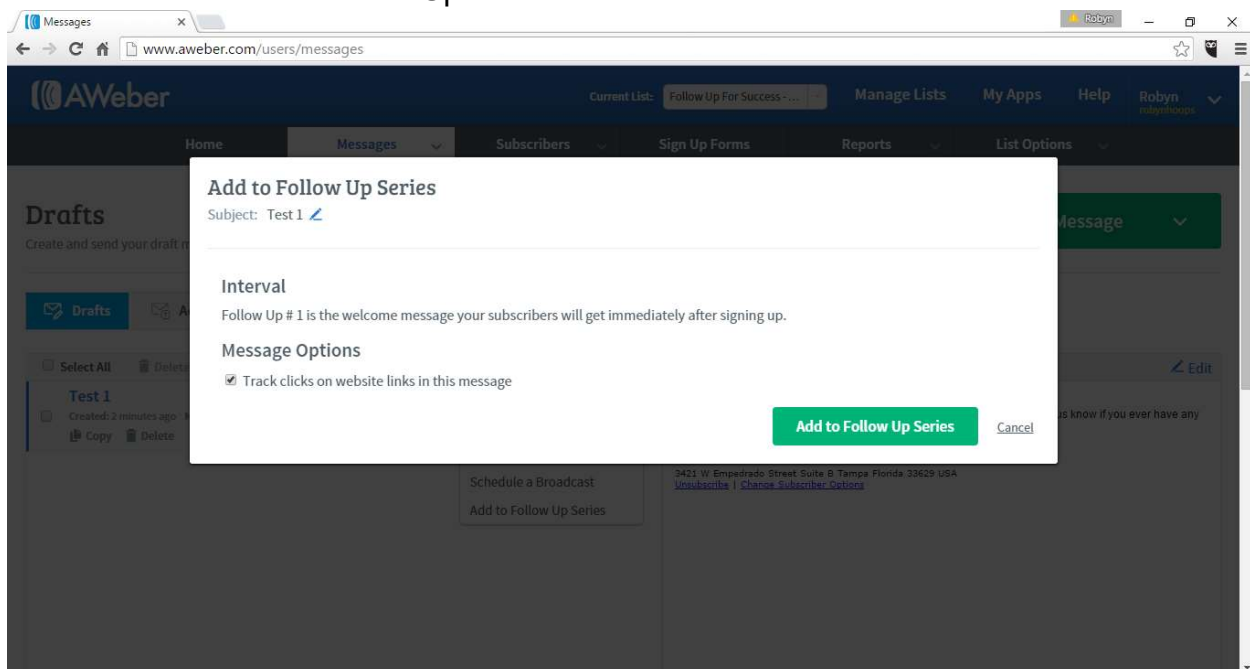
Autosaves (0) [Save](#) [Save & Exit](#)

This email builder is very simple to use. You just click on the box you want to add and drag and drop it. Once you completed 1 email, you can click on the green 'Save and Exit' button.

Make sure you Insert your Subject line at the top before saving.



Now you see your message listed in draft. Go to the blue 'Send Options' button and scroll down to 'Add to Follow Up series'



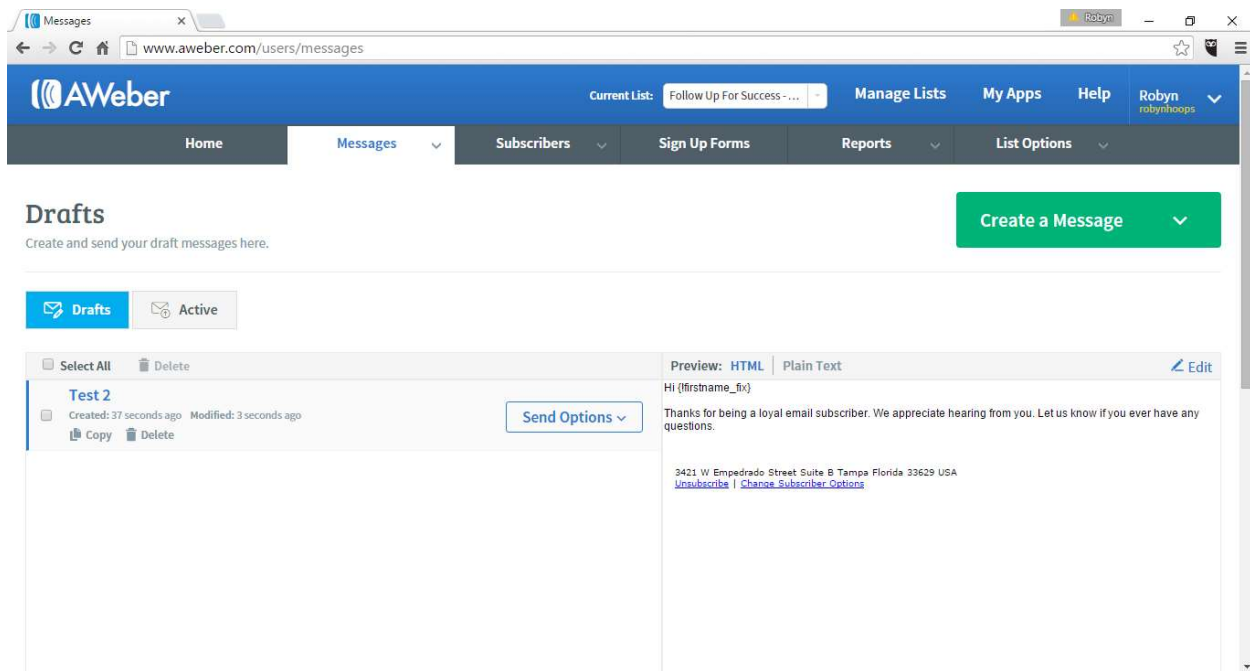
And click on the green 'Add to Follow Up Series' button.

Now you go back through and do the same thing. Click on the green 'Create a Message' button and scroll down to 'Drag & Drop Email Builder.'

The screenshot shows the AWeber interface for managing a 'Legacy Follow Up Series'. The top navigation bar includes 'Home', 'Messages', 'Subscribers', 'Sign Up Forms', 'Reports', and 'List Options'. The 'Messages' tab is active. On the right, a 'Create a Message' dropdown menu is open, showing three options: 'Drag & Drop Email Builder' (with a subtext 'Use templates to create custom emails.'), 'Plain Text Message' (with a subtext 'Create a text only message.'), and 'HTML Editor' (with a subtext 'Use WYSIWYG or edit the raw HTML.'). Below this, a section titled 'Want more from your follow-ups?' explains that with Campaigns, users can create multiple follow-up series. A blue button 'Show this Series in Campaigns' is present. At the bottom, a list of messages is shown, with 'Test 1' selected. It has options to 'Send a test', 'Delete', 'Copy to Drafts', and 'Settings'. To the right of 'Test 1', it shows 'Send immediately', '0 spam score', and '0 opened'.

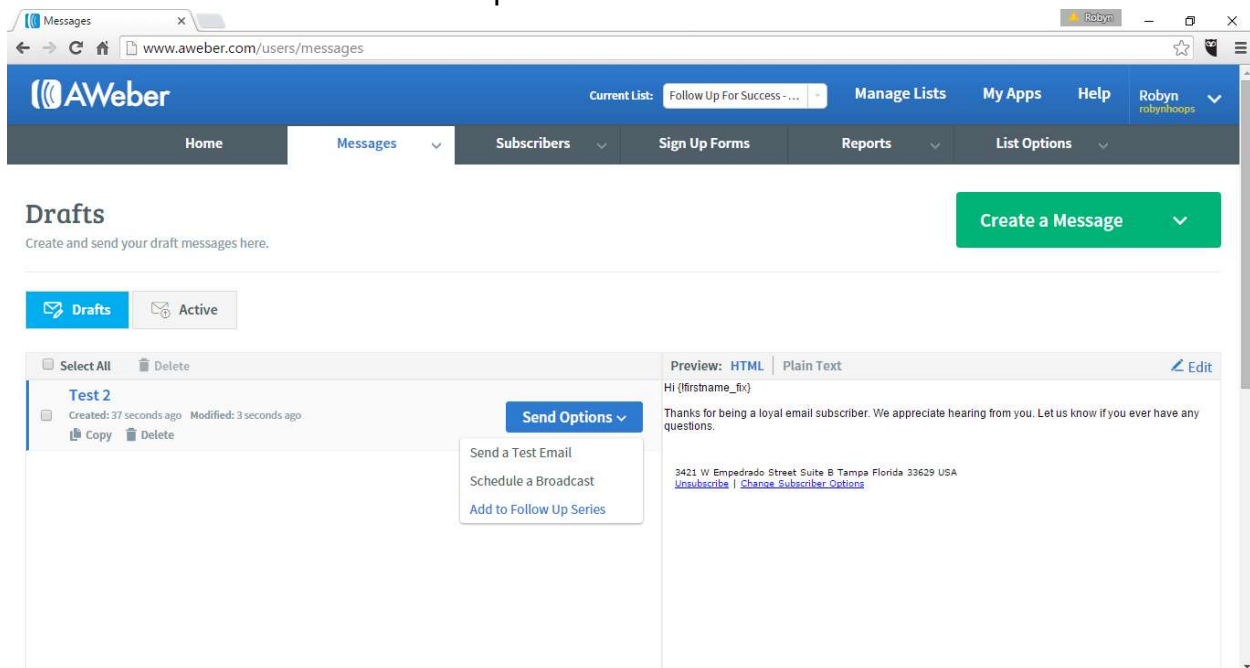
Create the email using your content. Don't forget the subject line. Then click on the green 'Save & Exit' button.

The screenshot shows the AWeber 'Edit your Message' interface. The top navigation bar includes 'Home', 'Messages', 'Subscribers', 'Sign Up Forms', 'Reports', and 'List Options'. The 'Messages' tab is active. The 'Edit your Message' page shows a rich text editor with a toolbar. The 'Message Properties' sidebar on the right includes 'Current Template: Plain (Left Aligned)' and 'Background Color:'. The main editor area contains a placeholder text: 'Hi {{firstname_fix}} Thanks for being a loyal email subscriber. We appreciate hearing from you. Let us know if you ever have any questions.' The bottom of the page has a 'Save & Exit' button.

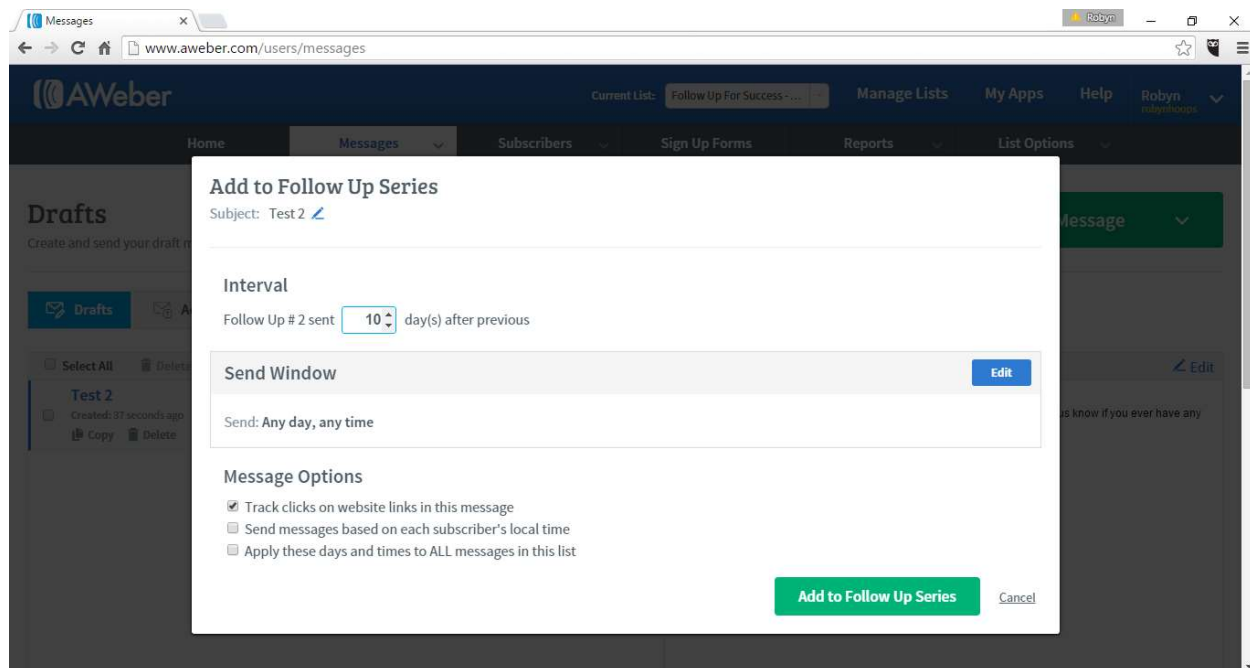


Now click on the 'Send Options' button beside your email (mine is 'Test 2').

And scroll down to 'Add to follow up series.'



This is where you can add the time in between emails. I usually recommend 7-10 days in between the 1st and 2nd. After that, I usually go 10-21 days. I can always do just a blast email (1 shot email) if I want to get in front of people in between.



You should have a minimum of 6 emails over the course of 90-180 days.

You will also want to **CONNECT WITH YOUR PROSPECTS** on social media. If you have a small lead flow, you can do this manually. I would strongly suggest that you add in 'connect with me on social media' to every email for them to **LIKE** your Facebook business page, **CONNECT** with you personally on LinkedIn, Google+, YouTube (biz), and Twitter. I also think it's great to use Instagram, Pinterest and SlideShare.

Convert to A Client

Congratulations! You have nurtured your lead into a client. But the fun doesn't stop there.

Nurture

You will do exactly like you did earlier for the lead and create a **SEPARATE** list for clients and create a **SEPARATE** series of emails. For this content, you want to focus on different or accompanying products to what they purchased, common questions (helps with providing outstanding customer service), reminders of why they have the service (especially if it's a continuity program) and more.

Referrals

During your nurturing, your focus is giving OUTSTANDING CUSTOMER SERVICE, providing value, educating the client and ASKING for referrals.

In the normal activity of business, you need to incorporate an automated way to ask for referrals. And that is exactly what you will have in place when you put the email follow up system in place.

Thank You!

Thank you for purchasing this ebook. I hope it helped you start your own follow up system!

If after reading this you think to yourself, 'I see the value but I'm never going to put in the front end effort' JSBTampa does provide complete follow up systems to local businesses. We have 3 plans: Silver, Gold, and Platinum.

To get started with one of the programs listed in the next few pages, please call Robyn at 813.702.5925, email her at robyn@jsbtampa.com.

SILVER

- ✓ Customized Landing or "Splash" Page with 12 months of hosting
- ✓ Follow up email system with 12 months of hosting
- ✓ Help with writing 4 emails
- ✓ Help with writing 1 white paper
- ✓ Integration with social media
- ✓ Monthly statistics report
- ✓ Monthly call to review reports and to optimize plan

\$250 down and \$50/month

GOLD

- ✓ Two (2) customized Landing or "Splash" Pages with 12 months of hosting
- ✓ Follow up email system with 12 months of hosting
- ✓ Help with writing 8 emails
- ✓ Help with writing 2 white papers
- ✓ Integration with social media
- ✓ Texting email sign up
- ✓ Monthly statistics report
- ✓ Monthly call to review reports and to optimize plan

\$350/down and \$55/ month

PLATINUM

- ✓ Three (3) customized Landing or "Splash" Pages with 12 months of hosting
- ✓ Follow up email system with 12 months of hosting
- ✓ Help with writing 12 emails
- ✓ Help with writing 2 white papers
- ✓ Integration with social media
- ✓ Texting email sign up
- ✓ Monthly statistics report
- ✓ Monthly call to review reports and to optimize plan

\$500/down and \$60/month

JustSmallBiz Tampa
Follow Up For Success System
813.702.5925