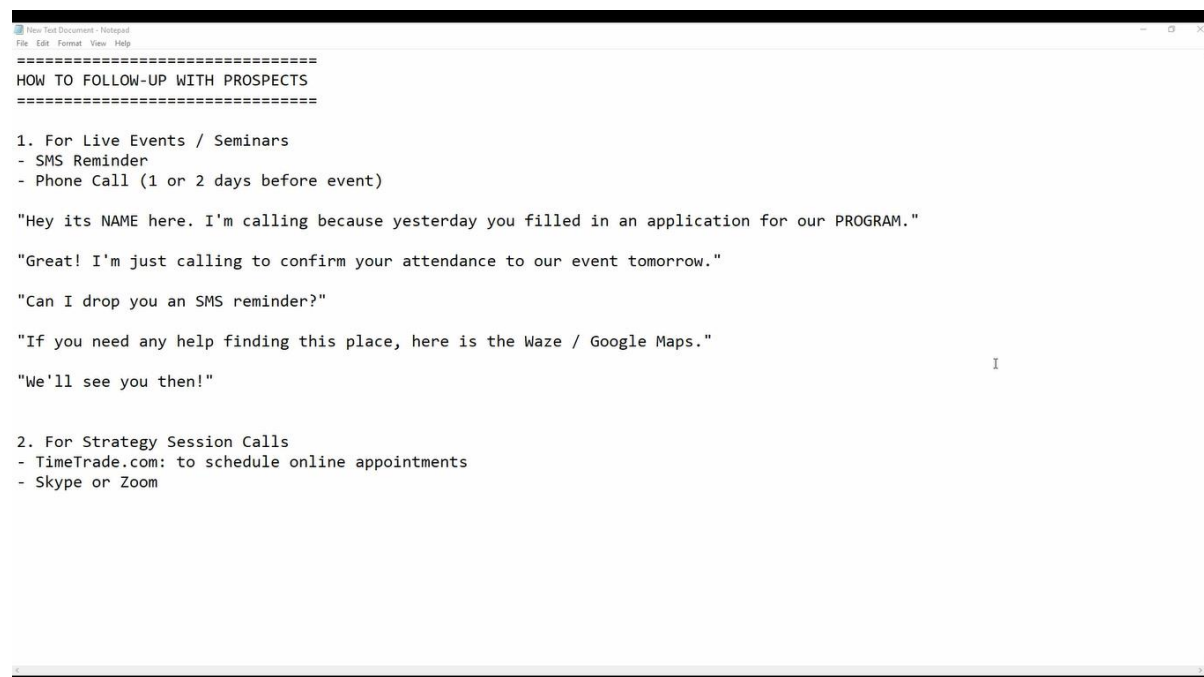


8-0 How To Follow-Up With Prospects



S1: For most marketers, they use landing pages to funnel their visitors into their mailing list to get their free visual gift, or even sign up for a free automated webinar event. And all this can be automated. However, what if you're using your landing page to funnel people to a live event or seminar? Or what if you're getting people to join your strategy session and get on a call with you? So, this part can be somewhat manual, however, if done correctly it can also be rewarding. In fact, it is quite simple.

S2: So, here's how you can follow-up with your prospects the moment they sign up with you. And relationship building is really really everything here. Although you're not expecting to get thousands of leads this way, or tens or thousands for that matter, I assure you that when you follow-up with everyone closely, you can build a small but hyperresponsive following of people for your brand.

S3: So, normally, let's talk about live events and seminars. If you're gonna get people for your live event seminars, its inadequate to just send them email reminders because you want to get them committed and actually show up at your event, maybe days from now. So what you do is basically two things : SMS reminders and giving them a phone call. This is the part where I advise you to work in a team or at least hire a part time crew to work with you for this duration of the event. You can give your staff or part time employee a very simple script to follow, and give a phone call to everyone at least latest one or two days before the event itself.

S4: So, it goes along the lines of : "Hey, it's [name] here. I'm calling because yesterday, you filled in an application for [name of our program/seminar]." Of course, the person is going to say yes because at this point, you would have already gotten the name, email and the phone number. Then you say : "Great, I'm just calling to confirm your attendance to our event tomorrow. Is it okay with you if we drop you an SMS reminder?" Normally people will just say yes, and again if you qualify your prospects correctly, there's no reason for them to say no. Then, you go on with this : "If you need any help finding this location, here is the Waze / Google Maps / the address, and we'll see you there!" So as you can see here, the conversation started and is over in just less than a minute - it doesn't take a lot of time, but this way you know that the prospect is serious and is not just made up.

S5: You can have an SMS reminder being sent from either a SMS service if you're going for bulk, or if you're running a very small enterprise at the moment, you can just get a temporary SIM card and a spare phone with the intention of setting up mass SMS reminders. And that's how easy it is.

S6: Next up, if you're doing strategy session calls for prospects who wanna call you and potentially become your client, here's what you're gonna do differently. You're gonna get them to first commit. So, I recommend that you get an account with TimeTrade.com and go for a paid plan, where basically this software allows your potential clients to schedule an online appointment with you at a specific date and time, regardless of wherever they are in the world.

S7: Once they have booked an appointment with you, then you know when to get on call with them. This is the part where you also get on call with them either through Skype or Zoom (or whichever preferred method). I like using Skype because it's universal, and also it's free most of the time when you get on call with international calls with people around the world. So I personally like Skype. Zoom has become popular in recent times as well, so you can also consider using the Zoom software.

S8: So, yes, as you can see here, there are many ways you can do it, and TimeShare is just one of the ways you can use to schedule online appointments and even state your availability in advance.