



PLUG YOUR PROFIT LEAKS

IDEA GENERATOR

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Not everyone leaks or misses profits in the same way, from the same areas. Your leaks and profit-generating opportunities will be unique for your niche, your business, your website, your audience and the way you've set up your systems.

It's all about making sure you get into the habit of looking for profit-generating opportunities, as well as spotting leaks, and drains that lose you time and unnecessarily increase expense.

Include a Blog Sign-up Pop-up Form in Every Webinar

Add a pop-up window prompting sign-up for your blog or anything else in any platform, including your webinars.

Focus on Follow Up

You may think you are following up on every lead, but chances are you're missing something. Not the odd lead, but a whole area you don't commonly consider.

And this goes equally for prospects and product creation leads (ideas).

Make sure you follow up on leads from:

- Webinar interactions, questions and sign ups
- Blog comments
- Social media posts—especially questions and complaints
- Forum or membership site discussions and questions
- Problems that go through your Help Desk or customer service
- Conference or live event contacts

Follow up on promises you've made! Send thank you notes and tell your new contacts how to reach you. Brainstorm what you can add to give them a reason to keep your information.

And always keep your ears open for what they need next. They'll tell you, just listen.

Go with the Flow

Keep a careful eye on your sales funnels. Track activity levels to make sure there are no “bottlenecks”, places where your prospect’s progression through your funnel slows, stops altogether or exits.

When you notice a bottleneck or unscheduled exit, diligently find out the reason, and either fix it or if it’s a natural exit point for some customers, monetize their exit by:

- Offering a lower cost product as an alternative, if budget seems to be the issue
- Offering an affiliate recommendation to someone else’s product, if yours really isn’t the right fit

Maximize your Contact Boxes and Signatures

Wherever you have a web presence and a contact form:

- Add a line and checkbox right in contact or payment forms for the simple option of subscribing to your feed

Another proven strategy:

- Include your website or landing page URL in your forum or membership site signatures, if allowed. But be sure to give them a reason to click by adding a call to action, too!

Automate for Better Engagement and Consistency

You don’t have to be reactive, responding to every question or piece of feedback in real-time. Sometimes automating your responses creates a more consistent feeling of engagement and nurturing and ensures you don’t lose a customer or client by accidentally missing their letter.

For example:

- Create email series for every turn in your sales funnel

- Create standard broadcast emails you or your VA can send in response to common questions
- Create FAQ sections you can point people towards. Build these into your customer service and affiliate systems. Or, better yet, make sure you choose Help Desk software that automatically compiles questions and answers
- Automate delivery of Help responses

Keep Up your Emails

For recurring customers who have subscribed to your membership sites, keep communicating with them consistently. If you have them on a segmented list and you've run through the two or three series you created for them when they signed up, don't leave them in total silence. They will think you take them for granted, especially if they haven't yet graduated to your top-tiered membership site, where they have personal interaction with you.

In fact, this is the perfect opportunity to create another email series and encourage them to join you there!

Track for a Clear Picture

Tracking not only sales statistics but subscriber and customer behavior patterns can help you anticipate problems, solve them before they occur and plug areas where customers are jumping (or falling) through the cracks.

Stick to your Systems

The easiest way to make a mistake, especially mistakes of omission, is to become reactive or distracted, and fail to stick to your own personal schedule. Add on top of that not having a clear system for product launch and follow up, and you have a recipe for unsatisfied customers. You'll make basic mistakes like forgetting to answer a customer service request, or not answering an important question, or thanking someone for particularly

heartfelt feedback, or simply missing an opportunity to add a perfect “go-with” product.

Don't Let Them Forget You

Consistent, regular emails are important at every stage in your customer and client journeys, starting with new subscribers. Plan for regular emails, otherwise you risk them looking at your name and saying, “Who’s she? I don’t remember subscribing.” And in the trash you go, even if they don’t actually unsubscribe.

If your tracking shows a problem with this, do two things:

- Narrow the gap between your download email and the next email in your series
- Make sure your “From” line clearly identifies not only who you are but what you do (e.g. “Mary Flinnerty—Victorian Doll Sewing Patterns”)

Monetize your Site with a “Tools I Use” Page

Adding a “Resources” or “Tools” section is a perfect place to feature your own affiliate recommendations and links. If you like a system or resource provided by someone else, why not make a commission from spreading the word? As long as you note clearly that “some of these recommendations contain affiliate links,” people will normally not be offended or feel tricked.

You are doing your visitors a favor by sharing the secrets that work for you!

Upsell

Make it automatic to add the “extras.” Always include a simple call to action asking if people would like to buy a “go-with” or upgrade.

Think “drive-through” fast-food businesses. What do they train their staff to do, when you’re ordering your morning double-double? “And would you like our spring Easter Sprinkle donut this morning, Sir?”

Their rationale is that out of every hundred customers who had no intention of buying a donut, a certain number will say, “Sure!”

Increase your own odds even more than that. Make sure you know what would complement the product they’re in the process of buying, then offer it at the perfect time in your process.

Don’t just train your customers to always buy your upsells. Train yourself to always add them!

Make Use of Share and Follow Buttons

Ignoring the opportunity to place share and follow buttons on your site is to deny yourself potential new customers. The more people interact with you across more platforms, the more they will build trust and buy.

Don’t Use “Token” Testimonials

If you don’t want “token” testimonials, don’t ask before you’ve built up a relationship. Don’t ask “will you give me a testimonial?” Be specific and prompt them about something you know you have spectacularly helped with. (E.g. “What would you say working with me has done to increase your ROI?”)

It should never be a question of slapping a few testimonials (wrung out of clients who don’t know what to say) on your sales page or in your blog sidebar. You need to make sure testimonials contain specific “trigger” keywords that really connect with your potential customer or client.

The easier you make it for the client, the better chance they will be happy to give you a testimonial ~ especially if you let them know exactly what you want.

When deciding among several testimonials, choose stories potential subscribers, customers or clients can relate to on an emotional or gut level. And make it reciprocal. Boast about your clients' achievements, feature them in your "Success Stories" section.

Make it feel like a reward to be one of the people featured there.

When it's obvious there's a real relationship and people are speaking from the heart, your testimonials will glow—and help people make the decision to invest in your services or products.

Make it Easy for Clients to Give Testimonials without Asking

Perhaps you look for spontaneous comments in your membership site and ask privately if you can quote what the commenter said. That's great, but make soliciting testimonials even easier (and far less awkward) by using a template that is formatted with leading questions that will contain a benefit-driven story about working with you.

Be Present

Get out there in your community and share your expertise. Help your peers, help your audience and fans. Don't worry about "giving stuff away."

If someone needs an answer you don't know about a topic highly relevant to your specialty, look it up! Be first with the answer.

Discourage the Wrong Customers and Clients

It's great to spend time and energy attracting the right customers and clients, but don't make the mistake of ignoring the wrong ones.

Let them through the door, and they will waste hours of your time and not thank you for it. In fact, you can expect frustration on their part, demands and complaints. They can even end up damaging your reputation.

Do your best to disqualify the wrong visitors from first contact by making it clear you or your products are not the right fit for their needs and make a little extra profit by pointing them to the products or people that are.

Remove Distractions

Are you saying too much on your landing pages and in your web pages?

We're not talking about those websites where it's like a text marathon, with barely any paragraph breaks. We're talking about websites that have any element that takes your visitor's attention away from what you want her to do. It could be a link, an extra tab, a line of text, an extra paragraph that changes the topic.

Review each page on your website and write down what you want that page to do.

Then remove or change the page position of anything that either carries a stronger message or simply distracts.

Test your Pop-up Placement and Function

Pop-ups have gotten over the stigma of previous years. Thanks to versatility, attractive "light-box" design and a growing familiarity among web users, they're back to getting clicks and conversions.

Take the time to check that your pop-up or light-box is working for you, not driving people back out of your site.

If you're not getting conversions, check your pop-up timing and placement. Play around with it and test the results. Popping up too early, before your visitor has had time to see if she wants to read your content? Popping up at the worst possible moment, when she has just found what she wants and you suddenly start jumping up and down in front of her face? Popping up on exit getting minimal results?

There's no right or wrong, just what works for your site. Trying different timing and placement options and tracking the results will help you find the sweet spot where your profits or opt-ins increase.

Grow your List Carefully

Think of your email list like a garden. Get into the habit of thinking about its members daily, asking yourself what you can share. These are real people who trust you. Make sure they always feel that way. Look for natural opportunities to introduce them to products you are promoting as an affiliate, or to introduce them to your own older products or lesser-known ones.

There is no substitute for really caring about their hopes and dreams and getting into the habit of doing so will double your chances of seeing natural, profitable production creation or promotion opportunities.

Rescue Abandoned Shopping Carts and Re-engage

Just because someone stopped the sales process with your product still in the cart doesn't always mean they don't want it. If a website glitch, a power outage or a crash happened or your checkout process got them confused, they may have abandoned the sale out of frustration or been forced to abandon it.

Get into the habit of tracking your sales and sending out "abandoned cart" emails to the people who left.

You can make them simple "We noticed you had a problem. Your Coaching Kit is still waiting for you. Complete your order now". You can make your "abandoned cart" email cute, like Shopify's "Abandoned Puppy" graphic.

You can set your site to recognize return visitors who abandoned the sale and hit them with a shamelessly emotional pop-up.

These ideas cover the most common and the most original ways to fix leaks—and find hidden profits.

The best strategy of all is putting yourself in your customer's mindset and always being ready to provide what they need next.