S.P.E.N.D. MORE

Strategies

How To Get Your Customers
To Spend More Money
And Increase Their
Lifetime Customer Value

NICK JAMES

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Contents

Lesson 1
The 5 Proven Parts For Getting Customers TO S.P.E.N.D. More Money

Welcome to **The Spend More System** course that teaches you how to … wait for it … get your customers to S.P.E.N.D. more money with you. ☺

Because that's the whole point, right?

Sure, it feels awesome to help people achieve their goals. Teaching is fun. But at the end of the day, these good feelings don't pay the mortgage or put food on the table. And that's why you also need to look for ways to boost your profits, even while you're having fun with your business and making a difference in the lives of your customers.

With that in mind, let me give you a statement that is going to play a huge role in everything you read in this course…

> ### Getting people to spend more doesn't mean pressuring people to buy.

These are two different things.

There is a big difference between asking someone, "*Do you want fries with that?*" and making them feel like a loser if they don't buy the fries. You can offer batteries when someone purchases a remote-control car without playing with their emotions because they didn't buy the high-end RC car.

> *Sidebar: While you may approach marketing differently than I do, everything we are going to discuss will come from a "sell don't shove" perspective.*

Getting people to spend more means bigger profit for you, but ultimately it should always mean bigger benefit to the customer. Helping them solve their problems, reach their goals, and / or enjoy their interests will

lead to them spending more money with you because they are getting what they want from the purchase.

You don't have to twist anyone's arm to get that result. You don't have to play with people's emotions. You can sell without selling out.

That's the foundation of this course.

We'll unpack it in depth over the coming ten lessons, starting with the five parts for getting customers to S.P.E.N.D. more money. Namely:

- S = Sales.
- P = Positioning.
- E = Experience.
- N = Negatives.
- D = Demand.

Here's a quick overview of each of these five pieces…

S = Sales

The goal for this step is to increase your *Sales*, as well as increase the average amount of money your customers spend with you.

One really good way to do this is by cross-selling related items on or near the order form. That's because you've got a prospect who's already prepared to buy. They trust you enough to spend money with you. And all you need to do is offer them some related items to further aid them in their objective.

Here are three ways and places to do it:

- ***Cross-sell a related item on the order form****. E.G., "Would you like to add a set of video transitions to your order for just $10 more?" See how that works? More benefit to the customer and more revenue for you.

- ***Create a "one time offer" for your order form***. Here's where you recommend a related offer that's ONLY available during the ordering process.

  The product itself may be unavailable outside this process, or you may simply be offering a great deal on a product that buyers can't get anywhere else. E.G., "Membership to our private coaching group is closed to the public, but you can join (today only) … with your first month free."

- ***Sell a related product on the thank-you/download page***. Your visitor is now a confirmed buyer, they're excited about your product and anticipate results, and they are likely to buy something else that you recommend that will complement their existing purchase.

  Together, these factors help you sell more on your download page. E.G., "Want to extend your license? For just $20.00 you can turn your PLR license into a MASTER PLR license which enables you to sell PLR to other people."

Those are just a few ideas to get you thinking.

We'll unpack this component in Lesson #2!

Next…

P = Positioning

The second key to getting customers to spend more money with you is *Positioning*.

Now, typically when we talk positioning, we're referring to positioning your product. That's important, of course.

> *But here we're referring to positioning <u>YOURSELF</u>.*

Specifically, we'll be looking at how to get your audience to *know, like and trust you*. Because once they do that, they're going to be more willing to spend money with you.

We do business with those we know, like and trust. We avoid doing business with those we don't know, like and trust.

One component of this is to position yourself as an expert in your niche, as this is part of getting people to trust you. You can do this by:

- ***Blanketing your niche with content.*** This means regularly posting on your blog and social media pages, as well as doing guest blogging. You can also publish a newsletter and do webinars. Point is, whenever someone searches for solutions in your niche, your goal is to have your name and content pop up.

- ***Work with other known experts in the niche.*** This lets you borrow their credibility, and elevates you to their status in the view of your potential customers. Your association with an expert makes you more believable and trustworthy.

- ***Offer something your audience can't get anywhere else.*** Your unique tips, stories, case studies and other content will cement your reputation as a leading authority in the niche.

More on this later in lesson three.

Next…

E = Experience

The next key to getting customers to S.P.E.N.D. more is to give them a great *Experience*.

Now here's the key: you need to provide a great experience at EVERY step of the process…

- **The brand-new prospect** who doesn't know a thing about you should develop a good impression of you and your business when they first visit your polished website.

- **The new customer** who just made their first purchase should be happy about how easy it was to navigate your site, make the purchase, download their product, and the quality of the product itself.

- **The customer who has an issue** – even one requesting a refund – should have a smooth, professional experience. Because even if they want a refund—perhaps because the product just isn't a good fit for them-- a good experience at this stage will help persuade them to try out your products again in the future.

We'll unpack this even more in lesson four. For now…

N = Negatives

The fourth key to boosting the amount customers S.P.E.N.D. with you is to eliminate the *Negatives* in your sales process, which are the reasons your customers are buying from your competitors instead of you.

Sometimes you can figure out these reasons all on your own, such as if you realize that your competitor's USP (unique selling point) is stronger than yours.

In other cases, you're not going to intuitively know why you're losing customers. So, the best thing you can do at that point is to survey your customers and prospects.

You want to find out how they arrived on your site, what they're looking for, and what it is about your products and sales process that made the customer choose your competitor over you.

> *TIP: You may need to offer your audience an incentive in order to collect this negative feedback, such as a free product. Offering an incentive may bias answers, but not offering an incentive means a lower response (because the customer has more loyalty to your competitor than you). The other plus of offering a product is that it*

gives your customer a risk-free way to try out your business, which may help with a future sale.

See lesson 5 for a detailed look at getting customers to buy from you instead of your competition.

Next…

D = Demand

The final component of the S.P.E.N.D. more system is *Demand*, and this is all about converting more browsers to buyers.

There are multiple factors that come into play to create a sale. Namely:

- The offer needs to be the right offer in front of a targeted audience.

- The product needs to have an attention-getting title/name.

- The offer needs to have the right price.

- The benefits (especially the unique selling point) need to be something that your audience truly values.

Once you get all these proverbial sales ducks in a row, then you'll start enjoying the benefits as more people S.P.E.N.D. more money with you. ☺

Your Turn

We're going to unpack all five of these components of the S.P.E.N.D. more system in the next five lessons. For now, take a few minutes and consider your own business model. Think about this question: which of these five components could use some improvement in your business?

That's it for this time. I'll see you in the next lesson, where we'll take a close look at how to boost the average amount customers spend per order.

Lesson 2
Five Ways To Increase The Average Amount Customers Spend Per Order

You've already received an overview of how to get your customers to S.P.E.N.D. more money with you. Now we're going to take a closer look at each component of this system, starting with the "S" (which stands for "*Sales*"). Specifically, you're about to discover five ways to increase the average amount customers spend with you per order.

Let's jump in…

Option #1: Offer Related Resources

The idea here is to offer cross-sell offers on the order page to boost the per-transaction amount. This is the classic "do you want fries with that?" concept. For best results, offer cross-sells that are highly related to the main offer. Indeed, the cross sell should <u>enhance</u> the use or <u>enjoyment</u> of the main offer.

> *For example, let's suppose you're selling a course that teaches how to create travel videos. You might offer one or more related cross-sell offers such as:*
>
> - *A set of transitions.*
> - *A package of cheat sheets*
>   *(video settings, shot selections, etc.).*
> - *A library of video examples and how they were shot.*

Take note that since the customer has already decided to buy the main offer, at this point you're working to showcase the related resource. Framing is important. To boost response, ask something like this, "*Would you like to add a set of video transitions to your order for just $10 more?*"

In other words, don't give them the total amount (such as $110 for the course and transitions). Instead, let them know the price of the additional offer -- $10 – as this small bump in price makes it easier for the customer to justify their purchase and take advantage of the offer.

Option #2: Create a "Deluxe" Version

Another way to boost your average per-transaction amount is to create a "deluxe" version of your product, which you then sell at a higher price point.

How do you create a deluxe version? Check out these ideas...

Bundle Products

The idea here is to simply bundle together additional products or bonuses to create a deluxe version of your offer.

> *For example, if you're selling an online course, then you may bundle together a related course or some bonus reports. Or you might offer something else that's valuable, such as access to a private members-only support group.*

Here's another idea...

Create a Multimedia Version

Another way to create a deluxe, higher-priced version is to create a multimedia version, which tends to have a higher perceived value.

> *For example, if you're selling a text-only course, you may offer a video course at a higher price tag.*

Offer a Physical Version

Still another way to create a deluxe version is to offer a physical version of your product. A physical version has a higher perceived value, which in turn lets you attach a higher price tag to it.

Here's the next idea for boosting the per-transaction amount...

Option #3: Establish Minimums

The idea here is to offer discounts and incentives to your customers, but only if they meet minimum order amounts.

For example, if someone spends at least $50, you can throw in an extra bonus worth $25. If they spend $75, they'll automatically be entitled to the first bonus plus another high-value bonus.

You can do this with discounts as well.

For example, spend up to $40 and get 10% off. Spend between $41 and $80, and get 20% off. Spend $81 and up, get 30% off.

You can also combine these offers.

For example, anyone who spends at least $100 gets both a discount and a high-value, in-demand bonus product.

Next…

Option #4: Provide Payment Options

Some people balk at higher-ticket items, simply because they don't have the cash to pay for it. I totally get that. And, you certainly don't want to pressure people to spend money they don't have or stretch them into an uncomfortable position.

So, what do you do?

You can get more people moving towards the order button (and spending more money with you) by offering a variety of payment options and plans making it super flexible to get what they want from you in a payment structure that is comfortable to them.

- For starters, you can offer multiple options, such as PayPal, 2Checkout, ordering by phone, or even cryptocurrency if that's something you accept.

- Secondly, you can offer payment plans. For example, if you have a $300 item, you might offer a two-month payment plan ($150 per month) or a three-month plan ($100 per month).

<u>Note</u>: if you're offering something like a course, then you can deliver the content over installments too.

> *For example, let's suppose you have a $100 course that you can break up into eight weekly installments. You can then charge a $50 installment for two months, and deliver a new lesson each week for eight weeks.*

Note that you can also charge a little more for the installment plan.

> *For example, let's suppose you have a $97 course that you break into 12 monthly payments of $9.97 each, which results in $119.64. That's more profit for you, while providing an affordable payment plan for your customers. Those who want to pay the full price ($97) up front will get a discount for doing so. Everybody is happy.*

Option #5: Raise Your Prices

The final way to boost your per-transaction amount is to raise your prices. Two things to note here:

- ***Sometimes raising your prices also boosts conversions***. That's because some people judge the quality of a product based on the price, so a higher price equates to higher quality (which in turn boosts conversions).

- ***Be sure your product is worth the price boost***. If needed, add value to your offer and position it in a way that reflects high value. And be sure to justify the price in your sales copy so your prospects understand the reason why your product costs more.

Now let's wrap things up…

Your Turn

Your assignment for this lesson is to determine which of the five methods mentioned above would be a good fit for your product, audience and business model.

Answer these questions:

- What types of items could you cross-sell or upsell to boost the per-transaction amount?

- How would you create a "deluxe" version of your product?

- What sort of incentives or bonuses could you offer, and what minimum order amounts would trigger these items?

- What type of payment methods or options could you offer?

- By how much could you raise your prices?

Go ahead and answer these questions (be specific with your answers), and then I'll see you in the next lesson!

Lesson 3
How To Get People To Know, Like And Trust You With Their Money

Welcome to Lesson 3, where we're going to look at the "P" of our S.P.E.N.D. system: *Positioning*. Specifically, we'll look at how to position yourself as someone your audience can know, like and trust.

Here's the plain and simple truth: people aren't going to spend money with you unless they know, like and trust you.

Let me give you a bit of a crazy example…

> *Imagine you're walking down a city street. Right as you pass an alley, you hear "psssst!" You look down an alley, and there's an unshaven, unkempt guy in a raggedy trench coat. "You wanna buy a slice of pizza? Cheap. $1," he says as he beckons you with his index finger.*

You're starving. Pizza sounds good. The price is right. But the question is, would you buy from this guy?

If you're smart, you wouldn't.

You don't know him. And you certainly don't trust him to make any food for you. He could drop the price to a dime and you probably still wouldn't trust him enough to take a chance on getting food poisoning or worse. Yuck! ☹

Sure, this is an exaggerated example, but right at this moment there's a prospect out there sizing YOU up and deciding if they know, like and trust you enough to give you their hard-earned money. That's completely fair. And it's also wise.

Question is, how do you get people to know, like and trust you?

You do it via your content.

We're talking newsletters, blogs, social media platforms, webinars, lead magnets and similar items. Let's take a look at each factor separately…

Factor #1: Know

It's not enough for people to know your name and brand. It's not enough that people know generic facts about you. People don't really feel like they know you unless they make a personal connection.

Now, this doesn't mean you need to greet every prospect in person, shake their hand, and engage in five minutes of small talk. What it does mean is that you need to share something personal with your prospects from time to time through your content.

Consider these questions:

- Why did you start your business?
- What makes you most proud about your business?
- What is your most embarrassing moment (related to the niche)?
- What mistakes did you make when you first started out?
- What do you like most about your niche?
- What do you dislike about your niche?

You can also consider more personal questions.

For example, if you're celebrating a milestone (such as getting married or having a baby), let your subscribers and followers know if you feel comfortable doing so. Or if you engage in a specific hobby, you might mention it casually in a newsletter (e.g., "I'm sore today, because I just completed my first marathon this weekend…").

Point is, let people get a little glimpse into the more private parts of your life (as far as you're comfortable), and they will feel like they know you. Your business should not be an impersonal, stand-offish platform. It should be a community where you connect with people who have

problems you can help them solve, goals you can help them reach, and interests you can help them enjoy.

Which brings us to the next point…

Factor #2: Like

Not everybody likes the same things, which means you can't make someone like you. However, by letting people get a peek into your personal life and your personality, some people will naturally be drawn towards you and like you.

They might like your hobbies. They might like your sense of humor. They might like the no-nonsense way you approach life. They might like that you love dogs too. They might like the way you do business. They might like your accent, writing style, appearance or any countless other things that make you you.

> *Point is, be yourself – and let people get a glimpse at who you are.*

You don't want to drone on and on about yourself, but don't be afraid to show people your personal side here and there. This will draw the right people toward you and develop that "liking" that's needed to get people spending their money with you.

> *For example, Nick James lets people get a glimpse of what he likes to do in his free time: spend time with his family, travel with them, take his classic Aston Martin to car shows. What makes it better is that all of this ties into his business, as having an online business gives him the freedom to engage in these hobbies and interests. People love his friendly, family-oriented, fun personality and approach to business. He's positive and encouraging … and that translates into him being likable.*

And finally…

Factor #3: Trust

Obviously, this is a big one. People aren't going to risk a single cent with you if they don't trust you. And even after they've developed trust in you, if you betray that trust then you'll lose future business.

> *For example, the online pet supplies company Chewy.com makes returns incredibly easy. In some cases, they ask you to simply donate the unwanted item to a local shelter, and they send you your cash (or a replacement, such as a different size item) in the mail immediately – no hoops, no needing to offer proof. That sort of gesture builds trust among buyers, who go on to become repeat buyers.*

Here are others way to develop trust:

- *Provide a lot of good content.* If you show people that you're an expert in your field and you offer information they can't get elsewhere, they'll develop trust.

- *Display trust signals*. For example, clearly state your privacy policy, and show payment trust signs (such as Verisign).

- *Offer proof*. This includes testimonials, case studies, pics, videos, screenshots and similar proof.

- *Provide great customer service*. This alone is a huge factor that can make or break trust in you and your business. Be sure you and your customer service staff answer all inquiries promptly and professionally.

Now let's wrap things up…

Your Turn

For this lesson, your assignment is to brainstorm ways you can get people to know, like and trust you. Answer these questions:

- How will you help people get to know you? What type of information will you share? Consider personal tidbits that people can use to connect with who you are.

- What type of information will you share that can help with the "liking" part of this equation? Think about your hobbies, how you can let your personality show through in your content, etc.

- What will you do to earn (and keep) your audience's trust? This includes strong customer service, consistently strong content over time, and similar.

Go ahead and work on this brainstorming, and then I'll see you in the next lesson!

Lesson 4
Three Places To Keep Customers Happy (And What To Do At Each Of Them)

Welcome to Lesson 4, where we're going to take a look at the "E" of the S.P.E.N.D. system: *Experience*.

Specifically, you're going to learn how to offer a great experience to your customers in three places:

- Your website.
- Your emails.
- Your products.

So, how exactly do you provide a great experience in these three locations? That's what we're going to delve into inside this lesson. Read on…

1. Your Website

Your website is what creates the first impression for your audience, so you need to make it a good one. Your website is also the place your audience will return to repeatedly for customer service help, to purchase other products, and to get information. That's why you need to make sure your audience always has a great experience on your site.

Here are the two keys:

- Offer a professional design.
- Provide a user-friendly experience.

Let's look at these two separately…

Offer a Professional Design

People can and do judge your business as a whole just based on your website design, so be sure it makes a positive impression. If you're unable to create a polished looking site yourself, you can always

outsource this task to a professional designer. You'll find it's worth the money to make a great first impression.

Next…

Provide a User-Friendly Experience

The second important factor is that you want your website to provide a user-friendly experience. Follow these tips…

Make Ordering Easy

Don't put any extra hoops between your buyer and the order form, such as making people "register" before they can check out. Be sure to also only put what's necessary on the order form (no extra fields).

Create a User-Friendly Design

Your overall design and site should follow these best practices:

- Put your contact information (or a link to your help desk) on every page.

- Be sure every page loads fast (optimize multimedia and code).

- Check that all scripts and forms work.

- Get feedback from users about your navigation and other parts of your website to see how you can improve.

And finally…

Offer Great Customer Service

Not only should your customer service contact information be easy to find, you also need to provide sterling service when your prospects and customers get in touch. This means answering all inquiries promptly and professionally. If you're outsourcing this task, be sure to select people

with experience, and train them well so that they reflect well on your business.

Next…

2. Your Emails

The second location where you want to provide a great experience for your audience is inside your emails. Follow these tips…

Provide Free and Helpful Information

The idea here is to offer information for free that others are charging for. And, better yet, offer information inside your emails that your subscribers can't get anywhere else.

What you want to do is determine your subscribers' biggest challenges, along with the outcomes they most desire. You then provide content to help them overcome these challenges and achieve their desired outcomes.

Note that this includes two components:

1. Providing useful, free information to help them solve their problems.

2. Recommending the best solutions on the market.

This means your emails will be useful yet incomplete – part free content that solves part of your prospect's problem, and part promotion to solve the rest of a particular problem. For example, you might offer fat-loss tips to dieters, and then promote a meal-planning app at the end of the email.

Stay in Touch

You can't build a relationship in the offline world without frequent contact, and the same is true when you're building a relationship with subscribers. Be sure to send out emails regularly, such as once per week.

Focus On the Subscriber's Needs

Sometimes marketers make the mistake of focusing on their own needs, such as promoting the offer which will put the most money in their pocket. However, in order to provide a good experience for your subscribers, you need to focus on THEIR needs. This means promoting the products that best solve their problems, even if it's not the offer that is most profitable to you. This builds a good relationship, which is profitable over the long term.

And finally…

3. Your Products

The third location where you want to provide a really good experience for your customers is inside your products. Take note that this includes both your free and paid products.

Keep these tips in mind…

Overdeliver On Your Promises

When you create your sales letter, you of course want to showcase the big benefits of the product. However, you want to overdeliver in the product so that your customers are thoroughly and pleasantly surprised. Happy customers are repeat customers … who spend more money.

Think Quality, Quality, Quality

Don't rush a subpar product out to market just to have something to sell. Instead, figure out exactly what your customers want and deliver it to them in spades. In other words, create a high-quality product that will satisfy your customers and keep them coming back for more.

Be sure that not only is the product itself a high-quality solution, but you also present it in a high-quality manner. If needed, outsource this task so that your videos, interiors of your ebooks, membership sites and other content and products are high quality and professional. Presentation is just as important as information.

Now let's wrap things up…

Your Turn

Time for you to start planning how you're going to give your prospects and customers a great experience. Ask yourself these questions:

- How will you create a website that provides a great experience? Will you outsource this task or do it yourself?

- How will you create emails that offer a great experience? What sort of information can you provide that your subscribers can't find anywhere else?

- How will you provide products that provide a great experience? How will you ensure they're high-quality products that solve your customer's problem?

Do some brainstorming on these questions, and then I'll see you in the next lesson.

Lesson 5
5 Reasons Why Your Customers Are Buying From Your Competitors
(And How To Win Them Back)

Here's an issue that every business owner can relate to: customers who choose to do business with your competitors (rather than you). It feels like someone is taking money out of your pocket when this happens, especially if you know you have the superior product that will genuinely help the customer.

That's why in this lesson we'll look at the "N" of the S.P.E.N.D. system, which refers to the *Negatives* that affect your sales.

There are a variety of factors that influence whether your customers buy from you or someone else. We've talked about some of these factors elsewhere in this course (such as building relationships with prospects so that they know, like and trust you). Now in this lesson we'll take a look at five other factors that influence the buying decision, and how to make sure your customers buy from you…

Factor One: Wrong Pricing

One big factor that's going to influence sales is your pricing. Now, a lot of business owners respond to this by lowering their price. However, if you do that, then you're going to forever be competing on price – and that's not necessarily to your advantage. In fact, higher prices often attract better-quality customers.

So, here's what you might do instead: raise the perceived value of your offer (such as by adding an attractive bonus people can't find anywhere else), and then raise your price too. Many people associate price with quality, so you may find that simply raising your prices boosts your conversions.

> *TIP: The only way to know for sure what price delivers the best conversions is to track and test your pricing. You can do a split-test where your sales letters are exactly the same except for pricing, determine which price your audience responds to the best, and then start using the price that delivers the best conversions and most profits.*

Let me also suggest a quick variation: You can raise the perceived value of your offer and raise the price as mentioned previously … and then offer a coupon that provides a discount. When the discount is applied, the customer will be buying at the "original" price, but now they are getting a much better deal. This should lead to greater conversion. Again, tracking is key to finding out what works best.

Here's the next factor…

Factor Two: Weak Sales Copy

You can have an awesome product – far superior to anything else on the market – but if your sales letter doesn't convey this awesomeness, then your sales are going to suffer. As such, if you're not well-versed in the art and science of writing effective, convincing sales copy, then this is one task that you'll want to consider outsourcing.

> *TIP: Search for a copywriter in Google, or post a project on a site like upwork.com. Research all prospective copywriters thoroughly to be sure you hire a professional who'll produce great results for you.*

Here's a related factor that influences sales…

Factor Three: No USP

When your prospects land on your sales letter (and your website as a whole), they're going to be looking for the answer to this question…

> *"Why should I buy this offer instead*
> *of the many competing offers available?"*

If you don't answer that question for your prospects, they're going to move on. And that's why you need to develop a USP (unique selling

proposition or position), which is a succinct statement that tells prospects why your offer is better than the competitors' offers. What makes your product stand out?

Your USP can be based on a variety of factors. For example:

- Pricing (high or low).
- Guarantee.
- Exceptional customer service.
- Your product is "first" in some category.
- Your product was made in a unique way.
- You are uniquely qualified to offer this product.
- Your product has something that no other product offers.
- You offer a unique formula or system in presenting the content.

Here's a real-life USP: Burger King says you can "have it your way." This USP set the fast food joint apart from the other restaurants, where traditionally it seemed like a hassle for the restaurant to prepare something that was customized for buyers.

What you'll want to do is research your competitors to find out what USPs they're using (as you obviously want something unique), and talk to your prospects to determine what factors are important to them. Then select an important factor that your competitors aren't using.

Next…

Factor Four: Poor Customer Service

No matter where someone is in your sales funnel – from brand-new subscriber to repeat buyer – you can destroy the entire relationship with poor customer service. Even if you have a superior product, your customers will abandon you if you don't offer superior customer service too. That's why you want to make sure you offer prompt, professional and friendly customer service, from pre-sale inquiries to refunds to everything in between.

Nick James tells a story about how he and his wife were treated poorly at an Olive Garden while on vacation during the early years of their marriage. The server even followed them into the parking lot to their car, demanding a tip! It was almost a decade later before they ate at an Olive Garden again because the experience tainted their enjoyment of the food. During that gap, they went to other Italian restaurants instead of Olive Garden. Point made.

Factor Five: Lack of Exposure

Still another reason why people don't buy is simply because they don't know about your offers, they've forgotten about them, or they haven't received enough exposure to them in order to make the buying decision. That's why you'll want to follow up with your prospects and customers at every part of your sales funnel. This includes sending emails to all prospects and customers, as well as promoting your other offers from within your lead magnets and products.

For example, if one of your products is a membership site, then put a "Recommended Resources" section in the site which includes links to your related offers.

TIP: Even if someone has made a purchase, you still need to work on building a relationship (or risk losing them to your competitors). That's why you'll want to be sure to get all customers on a segmented mailing list so that you can send them targeted content (to build relationships) and offers (to win their repeat purchases). You'll learn more about this in Lesson 7.

Let's wrap things up…

Your Turn

Now it's time for you to think about how you can improve upon the five factors discussed above to start winning back customers.

Specifically:

- Have you tested your pricing?

- How can you raise the value of your offer (and thus raise your prices)?

- Have you established a strong USP?

- Is your USP something that your prospects and customers value?

- Do you have professional sales copy that focuses on benefits?

- Have you tested your sales copy to improve your conversion rate?

- How can you improve your customer service?

- Do you follow up with your prospects and customers to promote additional offers?

Are these the only factors that may have you bleeding sales? Nope. And that's why you'll want to gather feedback throughout your sales funnel. When you encounter negative feedback, use that to honestly address the issues, improve your offers, and start winning more customers!

Meanwhile, I'll see you in the next lesson…

Lesson 6
How To Get People Who Aren't Spending A Penny To Start Buying From You

We've now reached the "D" of our S.P.E.N.D. More system, and here we'll talk about *Demand*. Specifically, we'll look at how to create demand so that people who aren't spending a penny start buying from you. In other words, you're about to find out how to boost your conversions.

> *Sidebar: Demand is the willingness and ability to buy something at a given price in a given time period. To create demand is to get people interested in your product so they are willing to buy it because they believe it will deliver a desired outcome.*

Take a look at these ideas…

1. Polish Your Sales Copy

You know you have a great offer. But the question is, does your sales copy effectively convey the benefits of your offer to your prospects? Does your sales copy engage the prospect and convince them that your product can help them solve their problem, reach their goal, and / or enjoy their interest? Does your sales letter do a good job of getting people to click the "buy now" button because they recognize the value of what you are offering them?

> *Point is, one of the biggest factors that's going to influence whether someone buys from you is the effectiveness of your sales letter.*

Now, you've probably seen those hyped-up, over the top sales letters that make you grit your teeth when you read them.

Guess what? You don't need to create that sort of letter. And in fact, I advise against it.

Instead, I suggest you simply provide a straightforward, honest accounting of the benefits of your offer. People will connect with that and buy from you.

To that end, check out these tips:

- ***Do your market research****. If you research your audience first so that you know who're you're writing to, then you'll be in a better position to create content that really resonates with them.*

- ***Invest time in creating attention-getting, benefit-driven headlines****. This important piece of your copy will make or break your conversions, so be sure to put the biggest benefits in your sales letter.*

- ***Focus on benefits, not features****. People want to know what your product can do for them.*

- ***Engage readers with stories and imagination****. Empathize with the problems your readers face and give them hope for a better future. Tell stories to fully engage readers (especially stories about someone with the same problem and how they overcame it … even better if that person is you).*

These are just a few ideas to get you on the right track.

Now let's check out the next proven idea for boosting conversions…

2. Handle Objections

Even though your prospects are interested in your offer, there is still a niggling voice in the back of their mind that's rattling off all the reasons they should NOT buy your offer. And if you don't raise and handle these objections, your prospects won't buy from you.

So, what type of objections might you encounter?

Obviously, there are some objections that are unique to your specific type of product. However, here are some of the common objections:

- It's too expensive.

- I can't afford it. (Take note that this isn't necessarily the same as something being too expensive – it might be a good price in the prospect's mind, but they feel like they can't afford it.)

- It's too cheap – there must be some catch. Maybe it's junk.

- I don't trust this person/company.

- I don't believe the claims in the sales letter.

- Sounds great, but I doubt it will work for me.

- It's too _____ (long, short, ugly, fast, slow, etc.).

Let me give you a couple examples of how to overcome some of these common objections…

If someone is thinking, "It won't work for me," there are a couple things you can do:

- First, you can provide proof that it works for others, such as testimonials, case studies, and other forms of proof.

- Secondly, you can offer a money-back guarantee. If it doesn't work for them, they get a refund. There is no risk, nor reason not to try your product.

Another example of raising and handling a common objection is to justify the price. As noted above, both high and low prices can trigger an objection. As such, you want to explain why this is a good price for this product.

For example, let's suppose you're selling PLR (private label rights) content. It's premium content with a premium price tag – say $497 per package. You can justify this price by explaining:

- *It's a money-saving offer, because hiring a ghostwriting to create the same amount of content would cost 10 times that much.*

- *It's a valuable license, because you're only selling 100 worldwide licenses (which means there is very little competition).*

- *It's a revenue-generating offer, because they get to sell the content for $97 per package. Sell just five and every $97 order that comes in after that (for life!) is pure profit.*

You get the point. What you need to do is figure out what it is about your offer that's keeping people from buying, and then you need to handle these objections. (Note: surveying prospects and even customers can give you some insight into why people are hesitant to buy.)

> *Note: Again, you don't want to PRESSURE people to buy something they can't afford or don't need. The point is, if your product IS something that will help them, you want to remove barriers that would prevent them from getting that help (and you getting the sale.)*

Next…

3. Test and Track

The third way to boost your conversions is by testing and tracking your ad campaigns, emails, and sales letters. That way, you can know for sure what's working and what's not working (and you can improve the things that don't work to start generating more sales).

While you can test most anything and everything, ideally you should focus on that 20% of your sales letter or campaign that's going to create 80% of your results. Those items with the biggest impact include:

- Your headline.

- Your overall offer (price, bonuses, etc.).

- Your price justification and call to action.

- The overall design of the page.

- The bulleted list of benefits.

- Text copy vs. video sales letter.

- Short copy vs. long-form copy.

How do you test? Get yourself a split-testing tool (like SplitTestMonkey.com), and then test just ONE variable at a time. This means creating two versions of a sales letter that are exactly alike in every way except for the one item you're testing (such as your headline).

What you may find is that a simple tweak – such as raising or lowering the price, or using a different headline – can double, triple or even quadruple the number of people who buy from you. That means more people you are helping and more people who are spending money with you.

That's why this testing is so important. As always, if this isn't something you care to do yourself, then you can outsource it to someone who specializes in conversion optimization.

Your Turn

Your assignment for this lesson is twofold. First, you want to take a look at your current sales process to get a better understanding of where you're losing customers.

For example:

- Is the sales letter ineffective?
- Are you losing them after they sign up on your lead page?
- Do they open your emails?
- Do they click through to your sales letter?
- How long do they spend on the sales letter?
- Do people click the order button and then abandon the order?

Point is, take a good look to see where there might be obstacles, and then get to work boosting conversions (starting with the three items mentioned above).

The second part of your assignment is to take a few moments right now to check out **Conversion Boosters**.

That's because this course will give you plenty of other ways and tips for getting more of your audience to start spending money (or money) with you.

Check it out here: https://pages.nick-james.com/conversion-boosters

Lesson 7
The Surest Way To Get
New Orders Every Single Week

As you already know, one way to build a relationship with prospects and customers is to follow up with them repeatedly by email. This gives your audience a chance to know, like and trust you. It gives you a chance to give them more content to help them solve their problems, reach their goals, and enjoy their interests.

But that's not all. Sending emails to your prospects and customers also gives you the opportunity to expose your audience to your other offers. And that means you can get new orders every single week, completely on autopilot.

Of course, none of this happens by accident. That's why this lesson outlines a blueprint to help you strategically follow up with your audience. Check it out…

Step 1: Segment Your List

The first thing you need to do is segment your list. This means that you separate out different segments of your audience so that you can create content and pitches that are custom-tailored to these specific segments.

The most obvious segmentation is to separate your prospects from your buyers. That's because the way you approach buyers is going to be different than the way you approach people who've never done business with you.

> *Example: You may give customers a coupon or special offer unavailable to non-customers. Or you might offer them unadvertised bonuses that others do not receive. There are a variety of ways you will interact with customers differently than non-customers.*

However, you're going to want to take this a step further. You're also going to want to segment your audience based on their behaviors and interests they've shown in specific topics.

For example, if you have a half a dozen lead magnets, then segment your prospect list according to what lead magnet brought a subscriber into your sales funnel. If "Bob" downloaded a lead magnet related to email marketing, send him messages related to email marketing. If "Susan" downloaded a lead magnet related to product creation, don't send her the email marketing messages. Rather, send her messages related to product creation. See how that works?

If someone joined your list via a contest or webinar, segment your list accordingly. Each of these will be more likely to respond to certain kinds of content and offers.

If someone got on your list by purchasing a product, then put them on the "buyer" list. Then take it a step further and also make note of which product they purchased that landed them on your list. (That way, you're not sending out offers to people who've already purchased that product.)

TIP: Most major autoresponders make it easy to segment your list. Many of them even automate this process. For example, check out services such as ConvertKit, Aweber and GetResponse if your current email subscriber doesn't offer list segmentation.

Next…

Step 2: Plan a Series

The next thing you need to do for each segment of your list (or at the very least the "prospect" and "customer" portions) is to plan a series of emails. Your initial series of three to seven emails should focus on providing content that presells just one product. You can add additional emails to your autoresponder, using a short series to introduce and promote your other offers.

For example, over time you could add 52 evergreen emails to your list and send them out one per week, which would give you a year's worth of hands-free sales!

One way that many marketers plan out a series is to create a three-part fear-logic-gain series. Here are the three parts:

- **Gain:** here's an email that focuses on the benefits of an offer. Point them toward an outcome of using your product. E.G., "Think of how good it will feel to finally finish your novel!"

- **Logic:** here's where you use logical arguments to promote that same offer, such as by showing proof (e.g., a case study). Show them how you or others have achieved the outcome.

- **Progress:** here's where you point out a compelling reason to order now because of a special deal or to quickly see results. (E.G., "Today is your last chance to get the 50% discount as this special offer expires at midnight." Or "If you get started today, you can see your first 100 subscribers in the next 48 hours.") Help them get started working towards the outcome.

   Note: I know that the normal 3-part series is "Gain, Logic, Fear". That last email is usually a fear-based one that taps into the reader's emotions, especially a fear of missing out or a fear of continuing in their existing problem. I don't personally stress fear to sell my offers. I'd rather show people the value of an offer and let them decide for themselves if it's a good fit, rather than pushing emotional buttons and hard-selling offers. That's why I focus on making progress in that final email. (Gain-Logic-Progress) You can still use special deals and other things to help people take action right away without trying to get an emotional response. I urge you to use a series that's part content, part pitch to promote your offers. (See below.) Again, point your prospects to your products, don't pressure them to buy. If you follow everything else I've mentioned in this course, there is no need to tap into fear and other emotions to generate a response.

Another way to plan out a series is to use each email to raise and handle an objection.

For example, if "It won't work for me" is a common objection, then craft an email that talks about the money-back guarantee (as well as proof that it works, such as case studies or testimonials).

Still another way to plan out a series is to offer high-quality content (to build a relationship) plus a strategic pitch at the end (to close the sale).

For example, if you're selling a dog-training book, you might create a five-part series called "The Five Secrets of Breaking Your Dog of Bad Habits." Each email would explain one secret (tip) as well as pitch your product at the end.

Since this sort of series is the most popular (and the easiest to incorporate into a long-term autoresponder series), that's what we'll focus on in the next step…

Step 3: Craft Your Emails

Now that you've selected your series, your next step is to start crafting your emails. Here's what you're looking to do: create emails which are useful (so that they solve part of your prospect's problem) yet incomplete (so that you can pitch a full solution at the end of each email that will further explain or enhance the free content).

Here's a good rule of thumb to follow…

Craft each email so that it is about 80% to 90% helpful content, and the remainder consists of your pitch.

For example…

Let's suppose you're creating a series called "Five Ways to Boost Your Metabolism." One email might explain to readers how to boost fat-loss with HIIT (high intensity interval training) exercise, including describing the types of exercises and how to complete each interval.

While this email is useful in that it shows people how to do HIIT, it doesn't solve their complete problem of needing to lose weight. That's why at the

end of the email you could then pitch a complete weight-loss program that covers HIIT in depth as well as other topics such as good nutrition.

In short, creating a useful yet incomplete email is a strategic way to both build trust with subscribers as well as promote additional products and services to them.

Your Turn

Now it's time for you to plan your emails. Answer these questions:

- How many different ways can you segment your list?

- What products do you want to promote to these different segments?

- What sort of series would best help you promote each product?

- What will each email in your series look like? (Be specific and outline them here.)

Once you've answered these questions, you should have an outline for a many-month series.

For example, if you plan to promote 10 products, and you send three emails for each product, that's 30 weeks' worth of content (over six months).

As always, you can outsource these email series to a freelancer or even use PLR content for the messages. Go ahead and work on planning and outlining, and then I'll see you in the next lesson…

Lesson 8
Three Long-Term Retention Strategies That Keep Customers Buying

Turning prospects into customers is one thing. Transforming these new customers into repeat buyers is quite another. If you want to make money over the long term, then you need to devise retention strategies to keep your customers buying from you again and again.

Here are three strategies that help you do exactly that:

- Continuity programs.
- Loyalty programs.
- Special promotions.

Let's look at these three separately…

Strategy One: Continuity Programs

One way to get your customers to purchase over and over again from you is to create a continuity program. This is where you provide fresh content or allow ongoing access to a site or service in exchange for a fee. Typically, this fee is paid monthly.

For example:

SaaS sites. This refers to "software as a service," where customers pay a monthly fee for continued access to software. One good example of this is the way most third-party email service providers are set up, where you pay a monthly fee in exchange for access to the autoresponder/email management software.

Membership sites. Here members typically pay a monthly fee in exchange for a regular flow of materials or goods. Here are two of the most common ways to set this up…

1. ***The first method is to have an ongoing monthly membership site.*** This works well when you have a lot of material to give to members. One example is a PLR membership site, where members get a new batch of private label rights content to sell every month.

2. ***The second method is to have a fixed-term membership (FTM) site.*** This is where your customers pay a monthly fee for a set amount of time, such as six months. When the fixed-term comes to an end, you don't supply any new material, and customers no longer have to pay a fee.

This model is a good fit when you have a limited amount of material to give to your members.

> *For example, if you're offering training on a particular topic, you may have 24 lessons (one per week for six months) that you deliver via autoresponder. When the training ends after 24 weeks, the recurring billing stops too.*

The advantage of the fixed-term membership site over the monthly membership that goes on indefinitely is that members of the FTM site see an end in sight. So, where typically members may drop out after an average of three or four months in a membership site, you'll have a higher retention rate in a fixed-term site since most people like to finish what they start (and an FTM site has a definite end date).

> *Note: For more information on setting up a membership site visit* *https://www.MakeCashLikeClockwork.com*

Other subscription sites. This is any product or service where you charge a monthly subscription. Good examples include a magazine or newsletter subscription, a cell phone plan subscription, or a cable TV subscription.

The point and purpose of all of these ideas is the same: to keep customers actively spending money with you in the future as you continue to actively make a difference in their lives.

Strategy Two: Loyalty Programs

You've seen loyalty programs many times before, and probably have taken advantage of them too. For example, purchase 10 coffees at the local coffee shop, and get your next one free. Or rack up X number of points with a hotel chain to get free stays in the hotel.

You can do exactly the same thing to get customers to make more repeat purchases. Here are two loyalty-program ideas:

- *Offer free months on subscription purchases*. For instance, if someone buys six or twelve months' worth of membership, you can offer them one or two months free.

- *Offer points for product purchases that can be exchanged for freebies*. For example, you might offer one point per dollar spent, and then let people start collecting freebies at 100 points.

Here's another idea…

Strategy Three: Special Promotions

You can run a variety of promotions to jumpstart sales among customers. Check out these two ideas…

Matching-Credit Promos. These are great promos to run, because they virtually guarantee that a customer will be back to do business with you again. The idea is to give customers a matching credit for today's purchase that they can use on a future purchase.

> *For example, if someone spends $20 with you today, they'll get a matching credit for $20 to spend on a future purchase. In many cases, people will purchase more than the credit is worth (e.g., they'll purchase $30 worth of products). This is especially effective if the customer is offered upsells / cross-sells, continuity programs, etc. when they use the matching credit in the future.*

Customer-Only Sales. For the purposes of retaining customers, you'll want to focus on "customer only" exclusive sales. In other words, don't offer these exact promotions to everyone else, otherwise your existing customers won't feel special.

> *For example, you might offer existing customers a 50% off coupon on a new product. To make the promo even more special, you might make this offer available three days before the general public gets access to the product. You may also include a special bonus that isn't available to anyone else.*

Your Turn

Time for you to think about your long-term retention strategy. Answer these questions:

- What sort of continuity offers could you create around your products/business? Brainstorm different types of membership sites, SaaS, and other subscription programs.

- What type of loyalty program could you start? Plan it out and be specific. For example, what sort of rewards would you offer? What actions, specifically, would trigger these rewards?

- What types of special promotions could you run to create repeat buyers? How often would you run these promotions? What sort of discounts or bonuses would you offer?

Work on these questions to help you plan your overall strategy, and I'll see you in the next lesson…

Lesson 9
Five Ways To Reduce Refunds
And Wipe Out Buyer's Remorse

Imagine this for a moment…

Someone reads your sales letter. They get really excited about purchasing your offer. They take out their credit card, they complete the purchase, they download the offer…

And then remorse starts creeping in. *"I shouldn't have purchased this. I really can't afford it. I'm not even going to use it."*

Buyer's remorse sweeps over your brand-new customer. If that feeling lingers, your customer is going to ask for a refund. If they ask for a refund, that means they're not going to use your product (and get satisfaction and results from it), which makes it less likely that they're going to purchase from you again in the future.

To avoid all of this, you need to stop buyer's remorse in its tracks. Here are five ways to do it…

1. Deliver Unadvertised Bonuses

An advertised bonus helps boost your conversion rate, while an unadvertised bonus surprises and delights customers (which in turn reduces buyer's remorse and refunds). You can deliver this bonus on the download page, as well as via the initial "thank you" email that you send out to new customers.

The key here, of course, is that you need to offer a highly desirable, highly valuable bonus. It should also be something that your customers can use alongside the main offer.

> *For example, if you sell a copywriting course, then you might offer a set of sales letter swipes and templates as an unadvertised bonus.*

Here's the next idea for reducing buyer's remorse…

2. Encourage Consumption and Action

The idea here is to create an onboarding sequence of emails, where you encourage new customers to consume your content and take action on it. Ideally, you should create one email for each of the main benefits that your product offers.

> *Let's suppose you have a 10-part course that teaches people how to craft sales letters. You might create an email for each of the 10 parts that builds anticipation for each lesson and encourages people to read or watch it. You can then offer additional tips and encourage people to take action.*

> *For example, perhaps one of your lessons covers how to craft a headline. You might send out an email that encourages people to read the lesson, and then enclose a set of headline templates that people can put to work immediately to start brainstorming a great headline. This gets people taking action (plus you provided extra value), which keeps customers happy.*

The point is to get them USING the course so they can start ACHIEVING results.

Here's another way to reduce buyer's remorse…

2. Create a Support Group

When you create a support group, you create a community and a valuable resource that people will want to visit again and again. This valuable resource reduces buyer's remorse. What's more, creating a community means that when people ask for a refund, they lose access to the community (their friends). That's why you not only want to create this community, you also want to be sure that customers become active participants in it. One good way to do that is by sending emails reminding people to introduce themselves on the forum or in the group.

> *TIP: You can set this community up on your website as a private forum, or you can set it up as a private Facebook group.*

The more people are available to help each other for mutual benefit, the more happy everyone will be with their product purchase.

Next…

3. Showcase Great Results

Still another way to reduce buyer's remorse is to get buyers excited about the results they can achieve if they put your product to work. And one great way to do this is by providing case studies or even interviews with some of your successful customers. You can even make this a monthly feature, where you send out one new case study or interview per month to help inspire and motivate new customers.

> *TIP: Offer one of your best interviews or case studies right on the download page so that new customers can start getting inspired immediately after they purchase. It's also good for people to see how others have used the product in their own specific way. It helps to "visualize" what using the product might look like.*

Here's one more idea for reducing buyer's remorse…

4. Offer a Personal Touch

The idea here is to offer personal access to YOU (on a limited basis). Obviously, this works best for high-ticket offers, as you don't want to trade your time for dollars on low-priced products.

For example:

- ***If you sell a course, then you can assign "homework" and grade this homework***. For example, if you've created a debt-management course, then you might have students create a budgeting worksheet that you grade (meaning you offer additional suggestions, feedback, etc.).

- ***You can provide one free coaching session to help your customers***. For instance, if you sell weight-loss information, you might offer one free session to help people create a custom diet plan to fit their needs, dietary preferences and budget.

- ***You can offer critiques***. For example, if you've sold a copywriting course to customers, you might offer one free sales letter critique.

Now let's wrap things up…

Your Turn

No matter how awesome your product is, inevitably some buyers are going to feel that twinge of remorse soon after they complete the purchase. Question is, how are you going to stop that remorse?

Ask yourself these questions to help you plan your strategy for reducing buyer's remorse:

- What type of unadvertised bonus can you create and offer? Brainstorm ideas for products or services that enhance the use and enjoyment of the main offer.

- What all will you include in your email onboarding sequence? Be specific here and outline your emails. For example, if your product has five major benefits or features, then you should create five emails that touch on each of these major benefits.

- What sort of support group can you create for your audience? And what role will you play in this support group? For example, will you offer weekly group-coaching sessions where you field questions and answer them in the group?

- How will you showcase great results? Namely, how will you identify and select customers to highlight?

- What sort of personal touch can you offer? For example, if you have a course, you might assign and "grade" homework.

Go ahead and work on these questions, and then I'll see you in the next lesson…

Lesson 10
The Most Neglected Way To Increase The Lifetime Value Of Your Customers

When we talk about increasing the lifetime value of a customer, what comes to mind?

Most people immediately think of getting customers to spend more money. Yes, that's important.

But your customers are much more valuable
beyond the amount of money that they spend with you.

And that's why you'll want to check out these five ideas for increasing the value of your customers…

1. Recruit Evangelists

Your happy customers are among some of your best evangelists. This means they'll happily tell their friends and networks about your content, your business and your offers. You can make use of this tendency by actively encouraging customers to share specific content and links.

Want to really make this method effective? Then do two things:

1. ***Provide a call to action***. When you share something cool, don't expect your customers to naturally share it with their friends. Instead, provide a call to action. E.G., "Click here to share with your friends – they're going to love it!"

2. ***Offer an incentive***. For example, if someone shares one of your offers with their friends, you might give the customer who's sharing a discount coupon good for any of your products. (Or you might just give them a free product, such as a report.)

Next…

2. Turn Customers Into Marketing Partners

The idea here is to set up an affiliate program, and then ask your customers to join, refer their friends, and earn some cash.

Take note that while you can use this in any niche, it will be much more effective in "make money online" niches (as your customers are actively looking for ways to earn extra cash). Regardless of your niche, it is a good idea to offer your customers two things:

1. *Training materials.* This is to help new affiliates start making sales. For example, you might teach affiliates how to set up a lead page, build a list, and then sell your offers to that list.

2. *Marketing materials*. Here you make it as easy as possible for your affiliates to make money by providing "cut and paste" materials such as solo emails, social media blurbs, banner ads, blog posts, rebrandable reports and more.

Next…

3. Ask Customers to Become Beta Testers

Still another way to boost the value of your existing customers is to ask them to become beta testers for your future offers. This accomplishes two important goals:

1. *Helps you improve your product.* Whether you're beta testing new software, a course, or some other product, your beta testers can provide valuable feedback that helps you create a better product.

2. *Cements loyalty.* People who are asked to become beta testers feel special, especially when you use the suggestions they've provided. Thus, asking your existing customers to become beta testers further boosts their loyalty, which in turn increases their lifetime value (in terms of actual money spent with you).

Here's another way to increase the value of your customers…

4. Gather Case Studies and Testimonials

When a prospect lands on your website, they're going to be a little skeptical of your offer. That's where your satisfied customers can help you out, by providing testimonials, case studies, and other proof that your product or service really works.

Let's suppose you're selling a weight-loss offer. Your existing customers can provide the following:

- ***Testimonials****.* Ask your customers for their testimonials as part of your onboarding sequence.

- ***Case studies*** (such as a three-month transformation case study). A detailed case study makes a good article on your blog, or you might even offer it as a lead magnet.

- ***Proof such as "before" and "after" pics****.* You might even ask your customers to capture videos, which can be even more powerful (as people are skeptical of pics due to Photoshop).

Here's one more idea…

5. Collect Feedback

The idea here is to survey your customers so that you can find out what they want (which helps you create future products) and improve your business as a whole.

For example, your customers might tell you that your products are awesome, but your customer service needs some work. If you take their feedback to heart and improve your customer service, then you're going to generate even more business and repeat business in the future (from them and from other customers).

TIP: You can collect feedback using a survey platform or app. One popular example is SurveyMonkey.com, but there are others

available. Regardless of the survey app you use, be sure to create neutral questions so that you don't bias your respondents.

For example, this is a biased question: "Some people have said our customer service is the best they've ever seen. What do you think?" (This sort of question may lead people to rating your customer service more favorably due to conformity.)

Here's a better way to get at the same issue: "Please rate and describe your experiences with our customer service."

Now let's wrap things up…

Your Turn

Getting your existing customers to become repeat buyers is only part of the equation when it comes to increasing the value of a customer. The other part of the equation is to employ the five tactics mentioned in this lesson.

To that end, take a few minutes to plan your strategy centered around:

- Turning customers into evangelists.

- Getting customers to become affiliates.

- Creating case studies.

- Asking customers to become beta testers.

- Collecting feedback.

How will you do each of these things? And how will you encourage your customers to take action on each of these items?

Be specific and detail your plan.

Conclusion

Small business owners everywhere are always looking for ways to boost their profits. And inside this course you just discovered a strategy to do exactly that, by encouraging your customers to S.P.E.N.D. more.

Here's a quick recap of the components of this strategy:

- S = Sales, which is where you learned about boosting sales as well as boosting the average transaction amount per sale.

- P = Positioning, which is all about positioning yourself in a way that helps you boost sales.

- E = Experience, which refers to giving your prospects and customers a great experience so they'll feel good about spending money with you.

- N = Negatives, which is where you get rid of the negative issues that are dragging down your sales.

- D = Demand, which is about boosting conversions.

Now that you've got this blueprint in hand, it's time to put it to work to grow your business. So, complete any assignments you missed, and then start snapping this strategy into place to see just how well it works to get your customers to S.P.E.N.D. more with you as you make more of a difference to them.

Recommended Resources

Six Figures A Year In Information Publishing *Our best-selling book that shows you the four keys to success for setting up a simple $100k+ a year business from the comfort of your own home. Get your copy for free at:*
www.SixFiguresAYear.com

Serious About Six Figures.com *12 Month training program which further explains how to produce orders, build your list, generate traffic, grown your income, create content and work less hours while still banking $100k+ a year:*
www.SeriousAboutSixFigures.com

One Letter From Retirement Some positive news for unprecedented times… You could be just one letter away from the end to all your financial worries… And here's exactly how to write it:
www.OneLetterFromRetirement.com

Lazy Way To Email Riches Can you click send? Then you can generate an instant income, anytime you want… even in a shoestring budget, and even WITHOUT a website. How? By dispatching simple emails from home… No office… No staff… And do it at anytime that suits you!
www.LazyWayToEmailRiches.com

Product Licensing Formula This is anything but average… It's a proven way of making money from home which no one else is talking about… Yet it can generate $20,000 - $40,000 per month and takes around 1 hour to do (just 2-3 days a week):
www.ProductLicensingFormula.com

Lead Magnet Swipe File
Magnets can either attract or repel.. What are your lead magnets doing with your prospects? Most people take way to long to create lead magnets… Or they create lead magnets that flat out don't work. Here's how you can create them in minutes to attract new customers.
www.LeadMagnetSwipeFile.com

Make Cash Like Clockwork Calling all frustrated entrepreneurs – who else wants to forget selling low priced one off eBooks and make cash like clockwork instead?.... Using a passive income system that automatically deposits money into your bank account effortlessly every month?
www.MakeCashLikeClockWork.com