

OPEN *EVERY* → DAY ←

BREAK FREE OF THE LAUNCH CYCLE
WITH A SIMPLE SYSTEM THAT MAKES
NEW SALES EVERY DAY

ROSS O'LOCHLAINN

Open Every Day

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Launch Cycle With A Simple
System That Makes New
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Ross O'Lochlainn

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Open Every Day!

As a copywriter and a marketing consultant, I've worked with all different kinds of launches the info-marketing industry. These have included initial product launches to small starter lists, larger launches to a company's internal house list, and million dollar launches with 100+ partners and affiliates also promoting the offer.

What I've concluded after all of this is that **launches suck.**

And they suck by design.

What I mean by that is a few things.

First, the goal of a launch is to suck as much money out of your list as possible. Which is why a lot of marketers love them.

What you're doing with a launch is that you're defining a moment in time where you're saying to people, "Are you ready to buy, now or in the near future? Well, if you are, then NOW is the time to buy, because this product is going away and will be unavailable for a while."

You're betting big on urgency and scarcity, whether it's real or not, to try and force people to make their decision. That can result in a lot of sales.

But it also sucks when you're on the receiving end of a big sales push like this. That takes a big bite out of the good will you've built with your audience if you don't handle it correctly (which

is exactly what happens in most cases). With most launches I've seen, the company sells HARD to a whole lot of people who are simply not interested in what they're selling at that moment in time. And the result is a total burn-out of that person's attention.

Launches also suck the energy right out of you and your team. They're an experience that's full of stress and anxiety for nearly everyone involved. No-one can escape the “always on” mode that everyone buzzes around in during launch time. Burn-out of your team is nearly always guaranteed.

This creates a high-pressure environment, which means the worst and weakest parts of your organization are highlighted.

It also involves an excessive amount of marketing work without any guarantee of a payoff. While things can go great, campaigns can end in crushing disappointment, which, in a lot of cases, can be financially disastrous if your company was relying on a big pile of cash landing in the letterbox.

And, over a long-enough timeline, that situation is nearly always an inevitability, as the launch cycle evolves inside a company. If a product launches successfully, the goal is to nearly always increase the complexity and the scale of the next launch by an order of magnitude in the hopes of earning 2-5X on the next pass.

This behaviour is pretty common practice in launches. Everyone wants to go bigger and better. They want to try and hit bigger numbers...because that's what marketers try to do (and more power to them!)

But that requires a huge amount of time, energy, and effort invested over the course of about six months to hit that goal. Often while stretching your team's resources to the extreme. That leaves you wide open to a lot of factors that are outside your control. It's a sad truth that despite your best preparations, Murphy's Law is going to hit you hard during a launch. Trust me when I tell you that everything that can go wrong, will go wrong.

This was my experience just recently, with the largest launch I was a part. With this launch, we fell well short of the goals that were set in the initial planning phase. And that outcome wasn't for a lack of effort or because of the incompetence of the team. The team I was working with was probably the best and most competent team I've ever worked with.

So, why didn't it work out?

Well, post-launch, we did a lot of to figure that out. Unfortunately, launches are complicated, and it's not always easy to discover what one thing was responsible for the breakdown. One thing we did uncover, however, was a mistake made by team which meant that the most qualified segment of the list didn't get certain

emails, right at a critical time in the launch. This wasn't a scenario where "one person made a mistake". It was the result of a series of failures and events that rolled into one another, mainly because everyone was over-worked and stressed out.

But, the world and the prospects didn't know or care what had happened. And because of the critical timing of the mistake, it meant our sales took a big hit. How big? It's impossible to say, but we estimated that it took a good 40-50% off the end result.

Also, even though the launch was planned out months ahead of time, the timing of the launch was pretty unfortunate. During the debrief phase, we spoke with a lot of other people in the space about their launch results during the same time window. What became clear was that something had shifted in the economic climate and our industry was experiencing massive downturn in sales over the course of about 3-5 months. This wasn't something we could have predicted, and by the time we had started to see the warning signs, the wheels had already been put into motion. All the work had been done and we just had to ride the wave out.

Sometimes timing isn't on your side, and sometimes simple mistakes of an overworked team can have a huge impact on the outcome of the launch's performance.

And when that huge spike of revenue doesn't flow into your company, it can derail your company's strategy because of the implications on the bottom line.

During that critical moment, it can be a huge morale hit for the team as everyone feels responsible for their role in the failure of the outcome. And when a burned-out team is down in the dumps, it can be hard to rally.

One of my mentors, Kevin Rogers, explained to me when I first started out as a copywriter that you need to be very mindful of burn-out. He explained to me that "There's no guarantee you come back from it". He shared a lot of cautionary stories with me about copywriters and marketers who ended up packing it all in after an episode of burn-out.

While this launch experience didn't quite bring me to that level, the result of going through the immense workload the project required and then experiencing the brutal disappointment of having things flop, meant it was the beginning of the end for me at that company.

After that, I decided to do my own personal analysis of how things went down. I spoke with some of the smartest marketing people I know in the info-marketing industry about their experience with launches. I had thought Murphy's Law hit us particularly hard, and that's why I burnt out, but it turned out that nearly

everyone else had a similar experience with the launches they'd been involved in.

Turns out my experience wasn't unique...by a long shot! That's when I realized I would never willingly put myself through a big complicated launch again.

While I was figuring out what was next for me, I found clues of the problem that needed solving inside the company's reaction to the poor performance of our launch.

As you can guess, there was a huge expectation of a massive pile of revenue coming through from the launch. And when it didn't, there was a mad scramble to figure out, "How are we going to make up this revenue gap that now has been created?"

At the time, we had no consistent stream of regular sales coming in, and when the multi-million-dollar cushion you were expecting to have doesn't materialize, it becomes obvious that you have problem with consistent and reliable revenue.

So, I said, let's figure out the best way to get reliable recurring revenue into a company.

And while we're at it, let's address the three major problems I had found when it comes to launches...

The first problem is that they are a mix of high risk, high workload, and a ton of complexity. That means if things work out, the rewards can

be great. But the high-pressure environment amplifies mistakes...and makes their consequences much more costly.

The second problem is that launches are not sustainable as a business model. In fact, they're not intended to be a business model. A company will initially use launches to validate product sales or to grab a whole new bunch of customers. But what ends up happening is, because they worked so well, the company ends up relying on the revenue they generate.

And third, is that it also damages your relationship with your audience. It always surprises me when entrepreneurs willingly burn out their list to facilitate their launches and their partner's launches. They'll make these big regular sales pushes with their entire list, most of whom are not ready to buy. And once you finish your own launch, it's often pretty common practice to send everyone who didn't buy a promotion for one of your partners stuff.

"Hey, I know you didn't want to buy my stuff... but you might want to buy my friend's stuff!"

It's a terrible experience for your prospects, especially if they've just entered your world.

So, that's what I've what I've set out to do with this book. Solve the consistent revenue problem for info-marketing businesses, while tackling the three big problems with launches.

I hope it inspires you to figure out a way to be able to sell your stuff every day (like a real business), without burning yourself and your team out, and while enhancing the relationships you have with the members of your audience.

To Your Success!

Ross O'Lochlainn

The Problem with Launches

Susan: Good afternoon. This is Susan Austin. I'm here with Ross O'Lochlainn. Ross is going to be sharing with us his thoughts and ideas on how to break free of the launch cycle and create the simple systems that will generate new sales every day. Welcome, Ross.

Ross: Thank you very much, Susan. Great to be here.

Susan: Why do you think, Ross, a lot of companies get so frustrated by launches?

Ross: Mainly it's the three big problems I just outlined before. The first of those is that launches are massive, complex, and risky projects.

Pushing Complexity and Capacity

Before we pull that first problem apart, I first have to say there's a reason people do launches. And that's because they're a very successful strategy and because they work. there's a reason Jeff Walker's Product Launch Formula (PLF) is one of the few internet marketing programs that's lasted longer than two years. Most online marketing programs only last for a launch or two before word gets out that the program doesn't deliver the results it promises. Then it just quietly gets shuffled into the back catalogue of the company and you never hear about it again. That's not the case with Jeff's PLF program. It

works. And it works consistently for a high proportion of the people who implement his program.

That said, the launch model he teaches is a very high risk, high reward method. When they work, they're great because you can grab a whole bunch of new customers and a big spike in revenue. But when they don't and you're relying on that revenue coming in, it can be a disaster. Financially and emotionally.

Financially, if you were depending on that money to resource the next phase of your business you have on the horizon and it doesn't come through, where are you going to get those funds from?

Emotionally, a lot of people have a lot of their own self-worth wrapped up in the launch working. If it doesn't work, and things don't pan out for you, what does that say about you? Are you cut out for this? Are you meant to achieve the dream you've set out to accomplish? Is what you're selling what people really want? It may be. It may be the launch just didn't go well for whatever reason, but because you were putting all your eggs in one basket, it's hard to pick that apart and really know what's gone wrong.

I liken the experience of a launch to trying to build an airplane, while it's taking off. There's an enormous amount of new tech in marketing that has to be done.

There are a bazillion emails that have to be written, which is the biggest pain point for any copywriter or any entrepreneur involved. The last launch I was involved in had close to 600 pages of copy written for it. On top of that, depending on the size of your launch, you could have dozens, or scores of new pages that had to be created.

At the same time, you're trying a whole bunch of new things. You're trying to integrate new technologies. You're trying to experiment with new strategies and tactics. And you're probably integrating team members who have come on board to help. Often, all these have been untested, and you're experimenting with them for the first time during the launch because, "Hey, I heard this thing might work, it might be able to give me a boost in sales. Let's give it a try." What you often end up with is this Frankenstein of untested complexity, where it's like you're tacking on all of this stuff to think, "How can I get as many conversion boosts as possible?"

With all of that scale and complexity comes a cost. Often for big launches, it can be four to six months of solid work. Often an individual's workload is dependent on someone else finishing their part in time. There are bottlenecks everywhere, and everything ends up being "just in time" and not in a good way like Toyota's manufacturing preaches. It's often "right at the last second". Emails for the campaign only get

written and scheduled the day before they're supposed to go out. Pages only get tested the day they're going live.

And this isn't just limited to your company. Partners will regularly only deliver their affiliates' swipe copy the week before the launch, which creates a bottleneck because now everything has to be dropped to write the promotional emails for that partner.

All of this comes down to the capacity problem that most info-marketing organizations run with. Throughout the year, you have a regular team size that works great. But when launch time arrives, it gets stretched to absolute capacity, because you haven't correctly estimated how much extra work the launch is going to be. It's easy to reassure yourself, "We'll be fine with the capacity that we have." But that's not the reality.

There's also the problem with ever increasing complexity. Whenever you're planning for your next launch, the good idea fairy always shows up. This usually happens when you're talking about your launch with other business owners, and they say, "That sounds great. Here's what worked amazing for me," and then you feel like you're a fool for not having that in your plan. Or you hear about a nice shiny strategy on some podcast, and you tell yourself, "We have to try that!" Everything just starts getting together and with each added thing comes an increase in scope. Individually, these might only be a small

creep in scope, but gradually, each idea combined across the entire project massively inflates it.

This ever-expanding workload where everyone's in a nonstop, always-on mode. This is what leads to burnout in you and your team, meaning a much higher likelihood of mistakes.

In certain launches I've been part of, a simple segmentation glitch caused nearly \$1 million in sales to disappear.

From everyone I've talked to about launches, the dominant emotion is anxiety. Nerves are fried. Will it work? What happens if it doesn't work? If this doesn't work, what does that say about my company or about me? What does that mean about how much my customers or audience value what I do? What does that mean about me and my self-worth? Am I even supposed to be doing this? Maybe I'm not as good as I think I am?

Hit Me Baby, One More Time

Regardless of all these negative emotions and how much we get fried, everyone is a sucker for punishment. As soon as we finish the most recent launch, we're already thinking about what the next one is going to be. When the launch goes well, the immediate desire is to do it again, but bigger and better. "When's the next launch going to be and how much do you think we can do next time?"

If the launch goes badly, there's an immediate desire to do it again, but for a different reason, and that's to try and recover some of the lost revenue you had expected would come in. I've been in the room where people are looking at the spreadsheets and the numbers and saying, "We're going to need another launch here because we need to try and sell more stuff."

That speaks to the second issue, which is the revenue problems launches can create. There's the age-old wisdom of don't put all your eggs in one basket, but for a lot of companies, because they don't know of another way, that's exactly what they do. They try to do one big launch a year, which results in the lion's share of the revenue. It's understandable to see how companies get to that point.

They initially use a launch to validate something like, "This product has enough demand to sell," or, "This specific new method of selling will work for my business," whether that's virtual summits or webinars or whatever it is. Or maybe the launch is used to validate that you can, in fact, generate a higher "next level" of revenue with your product, maybe with an affiliate launch. Maybe you want to go and generate your first five figures from a launch, then six figures, then seven figures, and then multiple seven figures. People often try to do that big push with a launch.

But, when this validation goes successfully, it creates a positive feedback loop. As soon as it works, why on Earth would you stop doing something that just earned you \$1 million? As soon as you earn \$1 million with a strategy, you're thinking, "Yes, absolutely I want to do that again."

This is how you get hooked on the launch cycle because you're thinking, "Yeah, I'm just going to do another one like this one, but bigger and better next time."

The reason for this is because most info-marketers don't know a better way to make the sales they're looking for. The real problem emerges when the company sets certain expectations of what the launch will do.

People start doing the math in a spreadsheet and they start saying, "Here are the scenarios we expect with this launch using these numbers." And then they'll model out Disaster, Poor, Good, Great scenarios.

But everyone's thinking, "We're going to slot into that good/expected middle ground." Plans then start getting built around that revenue coming in. No one wants to talk about the fact that all of those numbers used to calculate that scenario are what-ifs. They're all intangible, and you have no control over them. There's no guarantee any of those scenarios you've modelled are going to deliver.

This is exactly what when I created one of my first products with Kevin Rogers. We created a product called Clarity to Conversion, which was a great product. It was an online course that taught entrepreneurs how to create an offer that converted. Looking back, the results people got from the program were outstanding. Where the program fell down was that we were expecting a certain level of sales to come through, and that just didn't happen.

Was it because the campaign was a failure?

Hard to say, but what I can say is that we started to do our mental math without a proper reference point of what we could expect in terms of results for a launch at that time to this audience. We did what we thought were some conservative estimates, but it was all just throwing darts in the dark.

Then, when the actual sales came through, it was much lower than we were expecting. A couple of projects then had to be side tracked because the revenue we were expecting to come in from that project didn't materialize, and we had to find other ways to make up the revenue gap had been created.

Trust Me, Trust Me Not

That brings us to the third problem, which is the negative impact that a regular launch cycle can have on your list and your audience. If you're like me, you think that it's a huge pain in the ass to

write a whole ton of launch email sequences, coming up with the sales strategy, finding relevant stories, writing out all the emails, scheduling them. It's a nightmare.

What's even worse is when you're on the receiving end of a bunch of these emails when you don't even want them! When you listen to the language that a lot of people use around how they communicate with their list during a launch, it's very telling. "I don't want to be beating people over the head trying to get them to buy." Or else it's something like, "I've been hammering the list lately." And once the launch finishes, people talk about needing to "give the list a break."

A lot of this comes from using intense email communication to emphasize the scarcity and urgency of your launch offer. Now, this is very effective at getting people to buy because you're giving them a deadline and saying the cart is going to close at that time. And once that happens the product isn't going to be available.

What I've found is that it's very easy for marketers to rationalize and justify that decision because they see that it works. And if something works, it must be working for a reason.

In my experience though, the reality is that the cart is only closing because YOU want people to become buyers. Not because they were ready to buy your product.

This is exactly what happened with a client of mine called Mike, who is a music production coach before we started working together. Mike a very successful music producer, and he now teaches people how to produce their own electronic music. He had created a system that was bringing in new customers regularly. Things were on the up and up, and then he saw record numbers for two months in a row. Right around that time, he switched over his marketing automation platform, and he never got back around to switching on the system that was bringing in new leads for him from a specific marketing channel. Mainly because he got busy. But even during that time he still had to keep selling.

That's when Mike noticed sales were starting to decline with his existing list, but he still had to hit certain number for the business to make sense. So, to increase sales he started to discount, which is another strategy to get people to buy when you're ready, rather than when they are. As soon as he started to discount, he started to condition his list to not purchase his programs until there was a discount. And that's when he fell into what he describes as a "death spiral", where he had to do launch after launch after launch, all while offering deeper and deeper discounts.

Mike describes the experience as if he was beating people over the head constantly trying to get them to buy. And he felt the end was near,

“I’m going to have to figure something out because this business is no longer even tenable.” All of that happened in a matter of six months after seeing record numbers two months in a row. Fortunately for Mike, he’s a very nimble and agile entrepreneur and he managed to find a fantastic new way to take his business to new heights.

One of the big problems he had with the launch model is that he found it harder and harder to rationalize to people about why they needed to buy now. He knew that the reality was that they needed to buy now because he had to make up his numbers for that month. And he felt like each time he had to justify it like that, he become slightly less credible. Which I get, because you’re moving from positioning yourself of someone who should be listened to because you’re an authority in your space towards someone who’s just trying to make people buy your stuff.

After diving deeply into these problems, I concluded for myself I would never again go through a complicated launch. I also said, as an engineer, that the idea of building a plane while it’s trying to take off just seems a little daft to me. When I looked at these problems in detail, I said, “There has to be a better way to earn consistent revenue.”

That’s when I started thinking about how to make that possible for myself and my clients

A Steady Stream of New Customers

Susan: What do the business owners want, then, if not a launch? What's the solution or answer to that?

Ross: When you talk to business owners, none of them really want to launch. What they want is the end result of the launch, which is a large number of sales. People in the online business space always have a tendency to look around at what others are doing and repeat what seems to be workin. And over the past 5-10 years, all of "the big boys" in the online marketing space have been doing these huge multi-million dollar launches.

For most business owners though, they're looking for something else entirely. While the big spike of cash certainly gets their greed glands going, there's one sentence that I continuously hear from entrepreneurs I've worked with: "If I could just get to a place where I'm making one new sale every day, I'll be satisfied." Now, whether it's 1 sale, 10 sales, or 100 sales, what I take away when I hear that is the reference to the consistency of the sales they're generating. They're looking for new sales to come in every day. They're looking for a consistent stream of new, profitable students and customers to reliably show up on their front door.

Business gets a lot easier when you have an evenly distributed revenue stream and cash flow that's reliable. That's when you can really start to grow your business. Nothing is worse than thinking, "Where is the next batch of money going to come from? I need to undertake this important project, but I don't want to have to go into the hole to do it."

If you can get to the level of having one new sale per day, then scaling becomes much easier. That might mean moving into the 10 to 20 grand a month range if you have a \$500 product. Even if you've got a larger product and you're trying to stretch your business out, that might be \$50,000 to \$100,000 a month bracket if you have a higher end info product.

Those aren't record-breaking numbers, but what they are is consistent. When you have that consistency, you gain a lot of confidence, because you know, "I have this system that's now reliably selling."

At that point, it's a matter of optimization and improvement, either by adding more traffic or improving your messaging or coming up with a better sales process so that your numbers are going up each and every month.

And in my books, gradual steady progression always beats the thinking of, "Let's invest a massive amount of work into one project to see if it will bring in an unforeseen number of sales."

You're moving from try to suck up as many sales as possible out of your existing list to a more strategic mindset of, "How do I find more profitable traffic and customers somewhere else?"

And you can afford to do that because you know the system you've built is consistently generating new sales that are coming in.

The most deflating situation you can find yourself in is where you might invest a large amount of resources into finding a new source of leads, but you've no idea how well it worked. Say you do a guest post and then you get 500 new leads, but those leads didn't generate a whole lot of conversions. Now you're wondering, "Was that effort worth my time, or did it flop because my sales process wasn't right?"

When you get to a point when you know you have the ability to consistently make sales when the right prospects find you, then you know what kind of quality each new segment of leads you generate are worth.

Initially, the dream for a lot of entrepreneurs when they're starting down the road of online business and info marketing, is to be doing your groceries, and you feel a vibration in your pocket. You pull out your phone and you see someone just purchased something from you, without any input from you. It's the day-time version of "making money while you sleep".

The next step I'm focused on helping clients get towards is that phone vibration in your pocket, and you now take it out, you glance at it, and it's no big deal. It's moved into that same category in your mind. That alarm is going off regularly on your phone which you're ignoring, whether that's to meditate at lunchtime or to go to bed or turn off your TVs at night time. The ideal scenario is being in a position where you don't have to launch unless you decide it's something you want to do. You're getting rid of those regular scrambles for cash, those other massive unexpected spikes in workload just because you need to make the sales to keep the doors open.

There's no soul-sucking splurge of email writing coming up every month or two with new web pages and systems having to be set up. Then you don't have to be coming up with justifications or fake urgency on why your cart is closing again mainly because you're pushing people into your decision and you don't have to keep wondering, "Is this harming my reputation?" with saying things like, "It's closing, and we won't be opening to the public like this for another year, so you don't want to miss this." The reality is you'd be just as happy if they bought next week.

You don't have to beat your list over the head, hammering them to buy with your sales cloaked in value campaign, where you're adding value, but you know you're only doing it because you're trying to deliver a sales message and get people to buy. You certainly will no longer be that email

terrorist blowing up people's inboxes with two to four emails a day, which no reasonable person would ever do to someone else unless it was a colleague.

Instead, what you have is a simple sales system that's just very easy for you to manage and maintain, that's delivering new customers regularly in a low-friction way. You do that by flipping the tables and making sure that your system is set up make sure you're there when the prospect is ready to buy instead of trying to make people buy now.

It's a bit silly when you think about it, the way most info-marketers and coaches and consultants work. They're open for maybe 15 to 20 days a year. They're saying, "I'm only open for business for 15 to 20 days a year." What other business runs like that? The effectiveness or urgency in the launch model plays a huge role in shaping the reality, but nearly every other business on the planet is open every day except for info marketers.

Marketing success is all about sending the right message to the right person at the right time. Two people who do this very effectively are Ben Settle and Dean Jackson. Both have and promote their specific ways of doing email marketing. Ben's method promotes daily emails. People are looking forward to them, they're entertaining. It's not about the hard sell, but each email is selling. You read Ben's emails. He has a great

little lesson in there, great teaching about what it means to have good email marketing. Then at the end, he says, “Hey, if you’re interested in learning more about how to do emails like this, here’s my product.” He’s there every day and then the day you’re thinking, “I need to get better at emails,” you can be guaranteed you’re going to get an email from Ben.

Dean Jackson also has a very effective method, which is less focused on daily emails and more focused on regular asks, as he calls them. Dean is famous for coming up with the nine-word email, which is, “Are you still interested in buying that thing you were interested in before?” He’ll check in every few months, and he’s like, “Hey, we’re about to go do this thing, would you like to join us?” I think he calls it super signature, which is very effective. Essentially, at the end of each email he sends, he offers a menu of options as if to say, “Hey, if you’re ready to start on any of these things, here’s how we can help you.”

That’s what I’m going to show you how to do. You can get yourself to a place where you’re regularly communicating with your prospects in a way that they love and, at the same time, prompting them to take the next step to working with you, but doing it in a low-friction way so that when they’re ready to buy, you’re the one who is ready to sell.

The Simple System That Will Generate New Sales Every Day

Susan: Let's switch gears and talk about the simple system you have which will generate new sales every day for them. What does that look like?

Ross: The goal of this system is to even out your sales arc or sales spike, so it's more consistent throughout the year. Things are moving from that sharp, unpredictable spike as it relates to the launch to a more reliable, level stream in sales. When you get to that point, then you can start to dial the volume on that system. That's where you have to ramp up the total number of sales it's generating.

There are a lot of advantages to doing this. You can be equalizing your workload and your cash flow. When I explain to people how to make this happen, I like to use the analogy of what it takes to make a car run. For a car, the essential components are the body of the car, then you have the engine inside which creates the motion, and then you have fuel for the engine so it has something to generate the energy it needs.

If you think of the body of your car, it's like you're supporting the infrastructure of your business: your operations, your sales, your products, your team, etc.; the stuff that holds it together. The engine then is what creates that forward motion in your business. That's what

you would consider your sales process. Obviously, an engine can't do any work without fuel, and that's where leads come in. New prospects are the fuel that makes your car go, that makes the engine capable of running.

Naturally, if you're building a car, the best way to do it is to make sure you have an engine that works before you start putting fuel in. You also want to make the engine as fuel efficient as possible so that when you do pour fuel into it, it's going to go as far as it possibly can. That's how we're going to tackle the problem. We're going to talk about how to build the engine first, and then we're going to talk about how to put more fuel into your car. We're also going to do this because you may not realize this but your car probably already has a full gas tank; you just haven't tapped into it. We're going to talk about how you can tap into that gas tank also.

At a high level, to build your system or to set up your simple system, there are five steps you have to go through. The first is that you need to flip the table. You're making sure you're selling when your prospects are ready to buy. The next step is to set up what I call your low-friction sales process, so it's easy for prospects to get started when they're ready. Once you have that done, then you want to capture your immediate buyers and the new prospects that are coming in so you can see an early return from the people who are ready to buy right now.

Then what you want to do is start playing to win with the art of the long game. You can have a massive advantage over your competition by seeing things in a way they don't. Lastly, once you have all that set up, that's when you want to start rolling new leads into your low-friction sales process so you can start to get the results in your business that you've always dreamed about.

The first step there is flipping the tables, which is about being there when your prospects are ready to buy. Before we can talk about the more tactical stuff, we want to make sure we're clear about the strategy that's involved. You need to be clear about what you're trying to achieve when you're trying to be open every day. Right now, for most people selling online courses or coaching or any type of information, the standard model is to promote and launch your products for a very limited window of time. You're open and selling your product for maybe five to ten days at a time. You only sell every now and again and the rest of the time, you're just emailing your list with engagement emails or nurturing emails trying to keep them warm, if you're even emailing them at all.

I know more than enough coaches or product owners who only email when they have something to sell. The reason for this is they don't see those emails when they're not selling as worth their time. Everyone's already on the web, everybody already has enough stuff to do and they don't want extra work that isn't going

to directly result in revenue. In their mind, they just recently did a promotion or a launch and got as many sales as possible and they need to give the list a rest again. If they're not doing that, then they're promoting their partners while they're in their off season, as you call it. That's because they think their list doesn't have any more buyers in it, which is completely wrong as I'll explain in a moment.

This leads to what I call attention and list dilution, which means you're saying to your list, "Hey, go check out this other person or go check out this other offer or you should probably be interested in this." Attention is a very finite resource and you should be trying to keep it on you at all times. When you're sending it to other people, it comes at a cost. I'm not saying you shouldn't have partners and shouldn't promote them, but when you're only going to get a fraction of the revenue for a sale, I'm always of the opinion that you should probably be trying to sell your own stuff first before you start selling other people's stuff for them.

The main problem we have in this scenario is that you're only selling when you're ready to sell. When you're ready to sell, you come out swinging with a huge amount of force to make someone buy at that moment when you're ready. That is what I mean when I say flip the table. Your marketing and sales systems are set up to sell when your prospects are ready to buy, not the other way around.

Like I mentioned, successful marketing is all about getting the right message to the right person at the right time. What most people are doing is trying to get a load of messages to a load of people at the right time for the seller, which is a very different thing. Think about each prospect as having a very specific window when they're ready to buy something like what you have. They might be triggered, and they're in heat, and they're on the hunt to make a purchase. They may have come across a trigger in their world or maybe in one of your emails or this conversation with someone they had. Now they're thinking to themselves, "I need to get this problem sorted right now." That is the moment when you want to be in front of them.

Think about the example of how Amazon markets with their email. If you look at Amazon emails, they send you emails in two situations. The first is when a new release comes out. They've looked at the behavioral patterns, and they see, "Hmm, you bought a bunch of this stuff. A lot of the people who also bought a bunch of this stuff are very interested in this new product, so chances are you are interested in this new product." Then they'd say, "Hey, here's a new release you may be interested in." It's a very informative and educational style of email, "But did you know this new thing that you might be interested in just came out?" I look at those emails and I'm like, "Ah, okay, that's interesting. I should probably add that book to my list," or, "I

should probably buy that book or that camera or whatever it is.”

The second type of email they send is, “Hey, do you still want this thing?” They realize that you are on their platform browsing for something to buy. For myself, I was looking at cameras online, and I obviously triggered their criteria for Amazon thinking, “This person is in heat and ready to buy.” Then they sent me three, four emails over the next week or two saying, “Hey, did you still want this camera. Do you still want this camera? Here are other cameras like that camera that you were looking at.”

I ended up buying the camera offline in a local store because I needed it very quickly, but it was very interesting to see the emails come through when Amazon was like, “Hey, we know you’re ready to buy. Here’s why you should buy from us right now.” This second strategy is entirely based around selling when I was ready to buy, as opposed to Amazon just mailing me over and over in six months’ time from now saying, “Hey, here are 20 emails about why you should buy that camera you told me you were interested in six months ago.”

That’s the problem if you’re only selling twice a year. It creates this problem for a huge portion of your list. You may miss the window when that person is ready to buy. Then they buy from a competitor. They may buy something else entirely. Maybe it wasn’t a camera they were

looking for. Maybe they were trying to get some sound equipment because they're in a recording mode. They may think that you're not selling, so they go off to facilitate that need for something somewhere else. The other scenario that people find themselves in is if you're constantly hard selling. There are a lot of launches, or you're promoting a lot of other people's stuff, and people gradually just develop what they call email blindness.

There are only so many "last chance to get X. The offer's closing tomorrow and then it's going away." There are only so many of those emails people can handle before they just start to tune them out. They won't unsubscribe. They'll stay on those lists, but you won't be someone they're paying attention to anymore. Right now, in this world of digital technology, attention is the most valuable thing you can have and probably the most valuable thing you can get from someone, so you shouldn't be wasting it.

The reality that a lot of marketers miss is that some people are just not ready to buy when you're ready to sell. I received a bunch of postal launch surveys. These happen after someone has closed their cart without making a purchase. You send a survey out to your nonpurchasers asking them, "Hey, you didn't buy, that's cool, but would you please fill out this survey? I'd like to learn more." It's not uncommon to see 30 to 40% of the NOs saying, "The timing wasn't right. It's not

that I wasn't interested or the offer wasn't good enough. It's just the timing wasn't right."

These are folks who were convinced that the program was a good fit for them, but they just simply weren't ready to buy at that time. That's when the biggest asset you have in your business is the list of prospects you already own, but who haven't bought. Not all of them will buy, but many will.

One of the biggest breakthroughs for me recently was when I was listening to Dean Jackson talk about how he thinks about leads. He's done a lot of studies on leads. He thinks about leads as an asset you purchase for your business as opposed to how most marketers think about them, which is as an expense involved in the cost of sales. He looks at these in packets of 100. When you look at the conversion studies that have been done out there, for every 100 or so of these generated, about 50% of them would purchase in the next 18 months or so.

Of those 50 who purchase, only 15% of that segment buy within the first 90 days. The other 85% of buyers end up buying in the next two years. If you were a betting man, you would obviously be putting that money on that 85% over two years because that would mean you'd probably see six times the sales for every packet of 100 leads you got after the first 90-day windows have passed.

The launch model is specifically aimed at just trying to create an environment where you can just get as many people buying right now within a 30-day window of becoming a lead for you. You're trying to squeeze as many of those sales out of that packet of 100 leads as possible. While that's effective, it comes at a cost of turning off a lot of the non-qualified prospects. That's because most marketers believe the value of the leads starts to depreciate after 60 or 90 to date. This is very surprising because I recently had a conversation with a client of mine who was asking me to come in and help him develop a long game, "How can we get more sales out of the leads we're already generating?"

He had hundreds of thousands of leads on his list. This guy is teaching people how to start a bookkeeping business. When I was talking with him, he said, "We've about 200,000 people here. I don't know how many of them are good. Maybe it's 20,000 to 40,000." I balked at him because he had generated this list of leads in the past 18 months. I said to him, "It's way more than that. The quality of this list is significantly larger than that because a lot of these are ready to buy at this moment in time and will be ready to buy over the next 18 months. In fact, if you're nurturing your leads correctly, the value of them grows over two years instead of depreciating."

This is one of the lessons I learned from a big influence of mine, Ramit. He says, "When you're in business, you want to play to win." That means

you need a strategy for both groups. You want to look at, “How do I focus on catching as many of the people who are ready to buy right now as well as the people who will be ready to buy in the future?” Now that we’re clear on the strategy we’re going to put in place, let’s talk about how we can set up the sales system that’s going to convert as many of those leads as possible.

Design Your “Low Friction Sales Process”

The first tactical thing you want to do is define what I call your low-friction sales process. The reason for that is we’ve all been through this familiar scenario. You find something interesting on the internet. You opt in and you find yourself on this new email list. Suddenly, you’re just getting slammed with emails. You’re being hard sold to constantly, either with their own products or for promotions for their partners. Pretty soon, you’ve lost all interest in what this person has to say. You just click unsubscribe because that person has lost the chance of building a relationship with you.

It’s a pretty horrible experience, but it’s more common than you would expect in a lot of these cases. The reason for this is these business owners are trying to maximize the earnings from the leads they generate. They’re trying to do it by asking the question, “What’s the most amount of money I can earn from this list in the shortest amount of time?” It’s very, very short sighted because the reality is that people love to buy, but they hate to be sold to, especially when they’re not qualified or interested.

There’s a great quote by one of the famous direct response copywriters, David Ogilvy. He said, “The consumer is not a moron. She’s your wife. Don’t insult her intelligence and don’t shock her.”

It's quite interesting because recently enough I've seen not so much that the consumers are wives as my mother. I introduced my mother to two people online and she got on two lists. One was in this online education space. Another was in the international finance and offshore banking space. Both of these businesses, both of the individuals who were the personalities at the front of these businesses, email her regularly with offers and both have sold to her, but she only hates one of them. She constantly tells me that the company sends her too much email.

I'm on both of those same lists and I know that she gets about the same amount of email from both of them, but the idea that one of them sends her too much email and is an unpleasant experience is really imprinted on her mind because of the first days she had on that list. She opted in and she just got swamped with sales emails trying to make her buy something she clearly wasn't qualified for or interested in at the time. Whereas in the other list, she was qualified. She went out of her way, unprompted by myself, to just buy a number of the smaller info products this person had and she's more than happy to read the emails that come in nearly every day.

The key lesson I took away from that is that you only want to sell to qualified prospects. This is the lesson a lot of real life sales people hold very dearly, the actual professionals who make their money selling. That's because their time is incredibly valuable and the last thing they want

to be doing is wasting it on unqualified leads. There's nothing worse for both parties involved than a sales person who keeps calling when you're not interested.

When that happens, you're thinking, "Take it in buddy. I don't want to talk to you." Oftentimes, we're not quite as direct, so we don't tell the person we're not interested. When we eventually do, they're thinking, "Well, that was a complete waste of my time. Why didn't you just tell me you weren't interested upfront?" I have several friends of mine who are professional sales people. They always tell me that they appreciate when someone says, "I'm not interested," because they can just stop dialing that person and move onto someone who is.

Unfortunately, though, in the world of online marketing and information products, we have free emails and that's how we do the majority of our sales. People think, "Ah, what's the harm? Let me just send it to everyone. Worst case scenario, I'll get a few extra sales." This is a flawed way of thinking because there's actually quite a large cost to that. Another big lesson I picked up recently is the way people talk about sales funnels. They talk about having a funnel that converts. The way they talk about it is almost as if their business has this magic selling machine. It's a detached thing that's working in their business and doing the work for them.

This is a fantasy that a lot of online marketers like to sell you. “You’re going to be able to sell them without having to do anything. Just press this button and you can clone and install my super matching formula that’s already selling to all these people.” It sounds fun and exciting and it sounds easy. That’s a very easy sale to make. They’re very good at selling it that way, but it’s not reality. The reason for that, the problem as I see it, is most business owners think the most important part of the machine is that it does the selling automatically, not that it sells effectively.

Everyone has this concept in their mind of this online business that’s generating passive income and that’s the main idea that’s thrown around. When it comes to income, there’s no such thing as passive income. There’s only income that you did the work for previously and you forgot about it. It highlights this truth, which is that people want to detach themselves from the sales process entirely. They want things to be fully automated and it’s very telling because when you look at most people online, they don’t really have a sales process. What they have instead is an email sequence or a stack of multiple sequences together that try to sell things in an automated fashion. Sometimes it works. Most of the time it doesn’t.

It’s no wonder the people are happy if they can hit 1% conversion when the reality is that they could be much higher than that. As an engineer, I’m a big fan of automation, but starting out with

automation as the key goal is a flawed idea. They're thinking about it the wrong way. What you should be doing is trying to figure out what works best and then look to automate that, either with marketing automation tools or by bringing someone in to complete tasks which require actual human thinking and interaction.

When you try to do that, you have to talk about how you picked up the right kind of sales process that's going to work best for you. As a primer, I want to tell you quickly about an old German direct marketing legend called Siegfried Voegelé. His philosophy was that, by far, the most effective sales instrument was a real person, one-to-one communication. He realized that was the case because people don't buy from sales materials like sales letters, brochures or websites or emails. People buy from people. He talks a lot about how real-life dialog was the secret to engaging a prospect and drawing them into a very effective sales process. He said understanding the dialog that happens in the person's mind was the key to really getting a higher response from all of your promotion.

The problem is that while one-on-one selling is very effective, it's not very cost effective for a lot of businesses to hire sales people and do all their sales one on one. That's why in his book, *The Direct Mail Handbook*, his strategy was to model in-person sales methods with printed sales materials. This is the core idea that's spread a lot through direct response methods across the

industry. That's exactly what we're going to do with your sales. We're going to model what a real-life sales person would do.

The first thing you need to do there is to define your sales process. If you take a deep dive and you study sales theory, you can boil every sales process down to a very, very, very simple format. You take a target pool of prospects. You generate leads from that pool of prospects with a lead generation mechanism. Then you qualify your best leads, and you market your benefits to them with a lead qualification method. Then you deliver your sales argument to the most qualified leads. Then with a lead conversion mechanism, you finally complete the sale and deliver the service in a fulfilment way.

A classic example I love to use here for this is *Baseline Selling* by Dave Kurlan. This is a great example of selling really simplified. What he asks you to do is to imagine your sales process like a baseball diamond. Your goal is to move your prospects around the bases and get them home when the sale happens. First base is lead generation. Second base is lead qualification. Third base is lead conversion. Then home is active sale. This is what every in-house sales team does. They define those sales processes in detail and then they get very clear about what qualifies as progress from one base to the next. Then, it's the sales person's job to just move people through that process. They do that with

communication, by picking up the phone and dialing or by sending emails.

This is exactly how you should be thinking about your sales process. Ask yourself, “How do I move people towards the next base with my emails, my phone calls, and my webpages. When you start to think like this, then every email you send or every sequence you send out is a chance of sending a batter up to the plate and taking a swing at the pitch that’s coming in. If it lands, bam. Someone has moved onto the next base. They might even go two bases, or maybe you hit a home run, and you convince people to go all the way and make a sale.

What will that process look like? For a standard info product funnel you’d probably see, or sales process you’d see is, first base might be dangling a book or a guide. Then second base might be a video series or an educational webinar. Third base, you might have a sales webinar that delivers the sales argument, or you might have a sales call. Then home is classic cart fulfillment or taking a credit card over the phone. The communication you’re using is those automated emails, or the sales call for higher-end offers. If you’re wondering what the sales process should look like for you, I have an appendix at the back of the book. You can check it out. In there, there are a bunch of steps you can try for each of the different bases.

In addition to getting the steps in your sales process right, there are a couple of other things you want to have in place to have an effective low-friction sales process. The first one is obviously to not sell unless someone's qualified and ready to be sold to. Provide consistent education and motivation so when you're not in selling mode, you're prompting people to still take the next step with you. We'll talk more about that in the next section.

You also want to have different ways for people to engage with you based on the level of engagement and commitment. Not everyone is ready to watch an hour-long sales webinar right off the bat, but you can still have other steps for them to take to show that they're qualified. Then also make sure you have regular enrollments and opportunities to join, having a new class that starts every month or every quarter. This means you're giving people a moment in time to consider a purchase and allows you to send a handful of sales emails as a reminder to the people who are interested that the next enrollment is happening. You're doing it without this big, false scarcity push. It adds a legitimate sense of urgency as opposed to manufactured urgency.

Once you have the sales process set up and defined, then you want to shift your focus to moving your prospects through the process. There are two parts to this. The first phase is that for new leads you generated, you're going to try

and filter out the 15% who are going to buy in the next 90 days and start selling to them. Then in the second phase, in the long-term game, we want to look at how we get the 85% of people who are going to purchase something over the next 18 to 24 months.

Capture Your Immediate Buyers

The first one there captures your immediate buyer. When it comes to selling to new leads or prospects, it's a flawed mindset in the world of copywriting and sales. That's what most people think copywriting is about: making people buy. The standard copywriter mindset is all about brute force and high pressure. "My copy is so good that you have no option but to buy." The mindset we have is like, "How do I make people do the thing I want them to do?" The reality is you can't beat somebody into buying, although a lot of people try. You can piss a lot of people off while doing so.

Being open every day isn't about trying to force as many people to buy your stuff as possible. Instead, it's about discovering who in your world is ready to buy and facilitating the sale in a friction-free way. When you have a new lead join your audience, you should assume they are ready to buy until they prove they're not. This doesn't mean you should be trying to launch straight into the sale. Instead, the goal you should have when someone initially signs up is to discover at what stage the prospect is in your sales process and how you cater your communications to meet them where they are.

For new prospects, you want to offer them the opportunity to prove they're qualified, but to put that qualification step in front of them right after they've activated. If they are qualified, great.

That's when you start doing your best job of presenting your offer and the argument of why they should join now. If they're not, then don't oversell them. Move them into the educational phase until they're ready.

You want to allow people to go through the processes as fast as they'd like. Don't be tempted to set the pace. While this works in a launch, while this is how launches work because it's an event and you want to allow time for your partners to promote your content when you're talking about an individual, the best pace for them to move at is the pace that they want to go. If someone is ready to move forward, you want to let them move forward. Have a button right there on the video or under the opt-in page that allows them to move onto the next video or to take the assessment or sign up for the webinar or whatever the next step is in your sales process.

Don't make them wait while they're in heat and building momentum for themselves. Another really important thing to know is that you should try and get inside the minds of as many of your prospects as possible and figure out where they're at. You wouldn't think about having a real-world store and not having staff in there taking questions and greeting people and asking them how they're doing, but this is how a lot of people think about their online business.

What I suggest to people is it also highlights another area where they have their priorities mistaken. When I mention they should be getting into the dialog, I can see it on their faces that they're saying, "Yeah, but I don't want to be answering a whole bunch of emails. I'm busy, and I don't have time for that." What they're saying is, "I don't want to be talking to a bunch of qualified prospects. I'm too busy. I just want them to buy my stuff without having to do anything." It highlights that priority for automation as opposed to effective sales.

Automation isn't the end goal. We want to find out what works for sales and then automate. You can always delegate the sales emails to someone else when you've figured out how they work. If you're interested in figuring out how to get into dialog, I suggest checking out Dean Jackson's 9-Word Emails. He's very effective. He has a book you can check out, *Email Mastery*. The idea here is that you could prompt people with what he calls spear emails, which are short, personal, and expecting a response email. Once you get into a dialog with someone, you can explore the situation, but you're always thinking, "How do I move this person onto the next step in my sales process?"

If they're moving to the qualification step, great. At that point, you can engage with them, move them into a sales conversation. If they get distracted or they don't get word back to you, or they don't immediately take the next step, that's

where your automated email sequence comes in. It's going to move people onto the next step by prompting them to take it without you having to do anything.

Just a note here on what you should be doing just in your marketing automation. When someone completes the qualification steps, you want to make sure your marketing automation tags them as such. Then it ends that first sequence they were enrolled in. Then it starts the sequence that moves them into the lead conversion step, whether that's going to a sales webinar or to a sales call or whatever your conversion mechanism is. If they don't move forward after that sequence ends, that's fine. Maybe they weren't as qualified as you thought they were. At that point, you're going to move them onto your regular email broadcast list because they just weren't ready to buy.

It's okay to let that happen. A lot of people are like, "Yeah, but I want to make sure that I sell to them," because you can be confident in the fact that you know you are going to be there when they are ready to buy. That's because if you implement the next section, you're going to have a really strong long game.

The Art of the Long Game

This is where things get exciting because you're going to be focusing on the 85% of the people who are going to buy over the next 18 to 24 months. While everyone else in your space is going to be interested in the short-term sales game, you can be streets ahead of them because what you're going to be focusing on is sales over the long term. They might see that little bump initially because they're focusing on trying to squeeze as much money out of that in the first two months. You're going to be beating their results by five or six times over the long term by focusing on people who are going to be ready to buy at a later time.

If you just did this part alone without adding any more fuel to your car, you'd still go a long way, largely because you already have fuel in your tank. You may not have it connected to your engine, but you already have a list of people who have opted in or are interested in what you have and the problems you're solving. The reason people are on your list is they are interested and ready to buy. A lot of them may already be sold, but they're just not ready to buy. They're just waiting for the right time and the right circumstances. I know this has happened to me several times recently.

The most recent and obvious example is Saddleback Leather. If you haven't heard of Saddleback Leather, they were the best leather

bag manufacturers out there. I discovered them about 18 months ago as part of a marketing research project. After looking at their marketing and looking at their products and after receiving a gift rather of a small moleskin leather book cover, I was completely sold. I said, "I am going to buy a Saddleback Leather bag in the future." I just wasn't ready to buy at that time largely because I didn't need a new bag.

The promotion was they said the prices were going to go up and I know a lot of people bought at that time. I didn't because, even though it would have been a good deal, I just didn't need the bag. Even though I was sold, the timing wasn't right. I had a good bag, and I was fine with it. I know my time to purchase is coming soon. It's going to be coming within the next two months because now I do need a new bag and I'm excited to purchase. If I tally up the marks, it's just shy of the two-year mark after I discovered Saddleback.

This is what people get stuck into. They think, "There are people on my list who I know are ready to buy, but they haven't just yet. Why is that the case?" They start doing discounts, and they might change the price of things. These are very effective at getting people who are sitting on the fence to come off and buy in the short term, but I don't believe you should be discounting it because that becomes the trigger for people to buy as opposed to when they're ready. They then wait for the next discount to

buy rather than purchasing when the time is right. Being open every day should be about having people purchase when they feel the time is right for them. It shouldn't be about them waiting for you to provide the conditions for sale. You want the conditions to be when they are ready to buy.

This is where your regular communication strategy comes in. Each day or each week, you should be sending emails out to your audience because every time you do it, you're getting a chance to step up to the plate and hit one out of the park.

This is exactly what Ben Settle's approach to email looked to. He recommends being in your inbox every day. I know Ben's actually in your inbox twice a day. I'm sure he does that because it's very effective, but for some people, they just don't want to write two emails a day. Your regular communications should be valuable. They should be engaging. They should be infotaining, which is delivering good information while being entertaining. Most importantly, I think they should be motivational. You want to be hitting people in the pain points and on the problems they're dealing with and explaining and motivating them to try and solve it.

If you're thinking about what you could write your emails about, check out the appendix in the back of the book. I'd also suggest you sign up for Ben's newsletter, "Email Players". That has some

of the best material out there you'll find on email marketing. I recommend all my clients study it. The ideal scenario you want to be in is for the people who want to read your emails because they're fun, entertaining, and valuable. You don't want people to be avoiding them because they think there's going to be a sales push coming.

That means if you get to that point, you're going to have people eager to read your emails. Then you can just put the steps of your low-friction sales process in front of them, and they can ask whenever they're ready. One of the best ways to do this is what Dean Jackson calls his Super Signature. Essentially, this is a list of options of how we can help you whenever you're ready. What I will suggest to people to do is think about using the Super Signature, which is just a chunk of text at the end of your email which says, "Hey, here are different ways I can help you."

In there, you should include your qualifications; include details about your primary offer. You should also look to have a drop-in option, where people can call in without being a problem, without having to book a time to work with you where it's not just going to be an inconvenience. People are more likely to want to drop in when other people are there. This could be a weekly engagement call, or you could have people take the first steps or first wins in solving the problem you solved for them.

You could also have a monthly training or a monthly sales webinar, and you can put a link to that. This is for people who want to be convinced and are ready to buy but just need a little extra push. Also, you're going to create an option for one-to-one work if that's something you do. Each email should include a valuable lesson and gives people the possibility of taking action with one of the steps you've put in front of them after motivating. That way, you're educating, inspiring, and motivating on a regular basis. When the time is right, you're there with a reminder about how you can help.

If you keep this up over time, touching on a broad range of emotionally relevant topics for the reader and you're teaching regularly while doing it, you'll quickly find that people will start to see you as a solution for problems they have. Then it's just a matter of time before they take action. It's the commitment to mailing regularly; you know you could be in front of them when that problem starts to become too painful to them.

Enrolling New Leads

Now that you have your engine phase, the next step is to start adding more fuel to your engine. These are the new prospects who are going to be coming into your world. You may already have an existing source of leads or prospects coming into your audience. If you have, that's great, but the way you set up your Open Every Day system, they will go through the initial process that's designed to capture those immediate buyers.

If they're not ready, you won't have hard sold to them. Instead, they're going to find themselves on a list that's more interested in educating them and providing good information as opposed to just pushing a whole bunch of offers down their throat trying to get them to buy something. They will still be aware of the offers you have for them, and they will move on them when they are ready to buy.

How do you get new leads into your low-friction sales process? There are many ways, but what I'm quickly going to focus on here is how you get cold paid traffic to convert and join your audience. That's often the most complex. You can solve that, and it can be relatively easy for you to get warmer endorsed traffic from endorsed posts, etc., to convert on your offers.

Specifically, I'd recommend you focus on the two biggest outcomes out there. Those are going to give you the biggest chance to scale. Those are

Facebook Ads and Google Adwords. This isn't intended to be some fundamentals course or Google Adwords training program. If you're looking for that, I suggest you check out Nicholas Kusmich if you're interested in learning more about Facebook Ads, or Perry Marshall and Mike Rhodes if you're interested in learning about Google Adwords.

Instead, I am going to give you some of the guiding principles of what it takes to convert cold traffic. I wish someone had taught me these when I was first trying to make traffic work because they make things a whole lot easier and give you a better frame around what success is going to look like.

The first thing you want to do is start. Before you start, make sure you're tracking your key numbers. These are going to be your cost per lead and the cost per acquisition, your gross profit margin, and your customer lifetime value. Instead, though, I want to suggest you look at these over 12 to 18 months and what they look like at three-month intervals throughout that period. Most people are very interested in what it looks like in the first month or two, but again, that's very short-sighted. The reason they do that is they want to try and get the money back as quickly as possible so they can go and buy more traffic and aggressively grow.

While that's fine for some, you don't know how much you can spend on your ads until you know

how much money each customer is bringing you. It's better for you to be looking at a larger window of time so you can make better decisions. Once you have those numbers in place, the components you need to have to make traffic work for you are number, a razor-sharp USP, or unique selling proposition. This is the main reason people are going to choose you over the competition or choose your lead magnet over the other ones that are put in front of them or choose your offer over other offers out there.

Then you want to have effective ads that are communicating the USP of your lead magnet of your offer. You want a compelling lead magnet that's congruent with your offer. You always want to make sure that lead magnet you're using leads directly into the offer you're going to be sending people later down the line. Once you have that, then it's about pulling together a very clear, low-friction landing page which doesn't put too much in front of people. It doesn't make them overthink the decision to opt-in.

One of the biggest mistakes people make when it comes to testing is not testing enough stuff. I regularly see people taking a one and done approach. They'll try one thing, and if that doesn't work, they conclude, "Well, Facebook doesn't work for me because I tried to sell my online training course," or, "I tried to sell this in-person seminar that I was promoting. I got like four clicks and no one purchased." They conclude then that Facebook doesn't work for

them even though they weren't effectively testing what would and wouldn't work for them.

The other mistake people make is they just try optimizing one ad over and over and over again rather than trying a whole bunch of different ads to see which might potentially work. The secret is to test a lot of stuff. It's all about using the 80/20 Pareto principle, which is saying that 80% of your results are going to come from 20% of your ads. It's probably even less than 80/20. It's probably more like 90/10. You should have to try at least ten things to find that one thing that will work.

When it comes to testing, when it comes to figuring out what to test, there's a great saying which is first test forests, then test trees, then test branches, then test leaves. What that means is you want to figure out roughly, "What're the big radically different things I can test initially to find out roughly what works?" Then gradually test smaller and smaller components of that idea and refine downwards to testing individual components. If you want to have a large list of things you potentially could test, check out the appendix in the back of the book.

Shorthand though, the main thing you should be testing are different ad angles, different opt-in formats, which means you could give them a book versus a guide versus a quiz. Different opt-in titles. You want to be testing different landing page formats and designs, whether that's

long copy or short copy. Obviously, you want to be testing the copy on your landing page as well as the images in your ads and on your landing pages. Lastly, a lot of people ask me, “What should your lead magnet be?” At the core, realistically what the person on the other end of the ad is looking for is a transformation in their life. That’s what your offer should be delivering. An effective sale is all about just sequencing offers that are congruent with one another.

If someone is looking to lose weight, for example, in the final product of the offer, your qualification steps should be related to losing weight and related to that transformation. Your opt-in should be related to losing weight, as well. Take the big transformation you promise people in your offer and break off the first piece of that to allow someone to get a result very quickly upfront with your lead magnet.

How to Break Free of the Launch Cycle and Create the Simple System That Will Generate New Sales For You Every Day

If someone wants to get started, the first step we would take is to get very clear on your USP. I have an in-depth process I've developed over the past couple of years about what it takes to really dive deep and figure out the key reasons someone would need to choose you over your competition. This is one of the core aspects that makes the Open Every Day process work. That's by positioning yourself as the best choice for your specific type of customer. That's important because you need them to know they can't get what you have anywhere else. That means as long as you're putting your low-friction sales process in front of them, it's just a matter of waiting for them to realize it's the right time for them to go through and purchase from you.

Once you have your USP set up, once you have your USP defined in a way that positions you as the right choice for your ideal customer, then we go through and define what the lowest friction sales process is like for your business. We do that basing it on the strength of your USP. That way, you know the game is going to be played in your court and all the steps in the sales process, your lead generation mechanism, your lead magnet, your lead qualification mechanism, how

you're filtering your prospects, your lead conversion mechanism, how you're going to sort them. All of that is done based on what's important to your customer and why you're the best choice. When you're playing in that court, it has a lot of advantages to increasing your sales.

Lastly, we come up with the ongoing communication and content strategy based on your USP. That way, you never run out of things to say. Everything you say is putting you at an advantage of winning because you're talking about the problems and the emotional hot buttons as are directly related to the reasons why someone would choose you. That way, everything you say puts you at an advantage of winning all while putting your offers in front of the right people on your list.

Once we have that design in place, we'll obviously come up with a testing strategy around how you're going to be able to swap in certain new lead generation mechanisms or qualification mechanisms so you can test several different things at once or so you can gradually test several different things to see what works best. We want to then come up with a traffic strategy based on all that work to make sure we're able to find the right quality traffic that's going to come into your Open Every Day system.

If you're interested in doing that, you can reach me at **Ross@conversionengineering.co**. Just put **"Open Every Day"** in the subject line and let

me know what kind of business you're in and what you're interested in doing and I'll get you all the details.

Appendix A

When it comes to potential steps you can test in your Low Friction Sales Process, here are various things you can try.

This isn't a comprehensive or exhaustive list by any means, but it is a list of tried and true content mediums and formats that you can try.

Lead Generation

- Guide/eBook
- Physical/digital book
- Quiz
- Assessment
- Challenge
- Video training

Lead Qualification

- Video
- Video series
- Detailed guide
- Assessment
- Strategy session
- Educational webinar
- Application
- Scorecard or Evaluation

Conversion Mechanisms

- Sales/strategy call
- Webinar
- Sales page
- Sales email conversation
- Video sales letter

Appendix B

This list of things to try is an improvised list, heavily inspired by Perry Marshall's "Swiss Army Knife Technique".

If you're interested in HOW you should think about ad testing, and WHAT you should be testing, there is no better course out there.

The basic premise is that you must develop an emotional hook, based on the relationships that are in your customer's life. Then, you can different "angles" at that relationship by picking a hook and coming at it from a different angle.

Emotional Hooks

The relationships in your customer's world:

- Them self (Your customer)
- Negative forces or beliefs
- Positive forces or beliefs
- Things your customer loves
- Things your customer hates
- The advertiser (you)
- Your product
- Your service
- Your customer's worst enemy
- Your customer's best friend
- Your customer's hero

Potential Angles

Types of Statements:

- Question
- Statement (declaration)
- Command (imperative)
- Condition (if/then)
- Quotation (he said, "...")

Time

- Past
- Present
- Future

Future Preparation

- Prediction
- Warning
- Promise
- Threat
- Story of Change

Levels of Identity

- Identity – who they are
- Beliefs – what they think
- Skills – what they're capable of
- Behavior – what they do
- Environment – where they are

Direct Marketing Offers

- Guarantee
- Trial Offer
- Free Sample

- % Discount
- No Obligation
- Accompanying Offer
- Free with Sign-up
- Reports White Papers, Audio, Video
- Software
- Membership
- Consultation
- Results in Time Frame
- Deadline
- % to Charity
- Disqualification

Here's How to Break Free of the Launch Cycle and Create the Simple System That Will Generate New Sales For You Every Day...

You already know what it takes get customers to buy once (or maybe twice) a year with a big intensive launch. The challenge is making sure that you have new customers buying from you every day.

That's where I come in. I help business owners just like you break free of the launch cycle and implement the simple system that will generate new sales every day of the year.

Step 1: We get REALLY clear on your messaging: who you are and why your customer should choose you.

Step 2: We define your "Low-Friction Sales Process" so new students have the opportunity to enroll when THEY are ready to buy.

Step 3: We design the most effective content nurturing strategy for your business, so students get educated and to buy, year-round.

Most education entrepreneurs AVOID sales (without realizing it) because they're only selling when the business is ready.

Now with our help, you can sell at the exact moment your customers are ready to buy.

If you'd like to get started send an email with the subject "**Open Every Day**" to **Ross@conversionengineering.co** and I'll take it from there.

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