

# **Exclusive AbandonX Training:**

## **Session #1 – Finding the Opportunities**

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**Jay Boyer & John S. Rhodes**

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## Introduction

# EXCLUSIVE ABANDONX TRAINING

## Session #1



The goal of this first session is to get you up and running closing deals over the next week or two. This isn't complicated stuff. If you're looking for rocket science, you're in the wrong place. This is a step-by-step process, and it's all very simple.

First and foremost, we would like to congratulate any of you who are already out there taking action. You're in for a great ride. There's a lot in store for you over the next couple of weeks. You are going to be shown how to scale up and how to make really great money by following this overall process. You are going to be taught everything there is to learn about closing deals. A special congratulations is given to Eliyon for closing his first initial deals with a high-end cosmetic firm and a toy store. Also, a salute to Harvey for setting up his first five deals as well.

It's amazing that people are closing deals so soon. This reflects upon the power of the system that you are using. In this lesson, you're going to start from the very beginning once more, but this time you're going to be given a fast start guide to making money with the AbandonX system. The important thing is that you are up and running and taking the basic steps that you need to take. In fact, we want you to be moving along at full force.

Of course, we can't promise you any results, but we can promise that you won't get any results if you don't take any action at all. Your best chance of success, however, is to keep taking action and follow the training step-by-step. So, without further ado, let's get started.

## Start with a Solid Structure

**STEP #1:** Find prospects

**STEP #2:** Position Yourself the right way to get the deal on your terms...

**STEP #3:** Get the prospect set up on the AbandonX system

**STEP #4:** Convert into money

Before getting into the meat of things, let's frame everything up. This system will generate money for businesses that use it. It has been proven to do so. Sometimes people will back out of a purchase for one reason or another. Many times they have buyer's remorse, for example. Far more often, it's for less consequential reasons. Even if it is buyer's remorse, a follow up strategy has been shown to be very effective in getting those people to reconsider, come back, and purchase.

There are three particular times when this strategy works best. That's during pre-holiday sales periods, post-holiday sales periods, and before/after any other special event during the year. Businesses are starting to realize that they have been leaving tons of money on the table; this is such a no-brainer offer.

Often, business owners will look at their numbers after a holiday period and ask "Did I do as well as I would have liked to have done?" You can make the right offer and say "No you didn't, and I've got a way to get those people back for you." That is super-powerful. Again, you don't have to wait for the holidays to come around. This works great during any occasion throughout the year. In fact, this is really something that you can do all year long. It just so happens that

pre and post-holidays are perfect times to make irresistible offers because business owners understand immediately.

You can begin applying this system right away, as soon as you understand the basic steps of this process. They are:

**Step #1:** Find prospects

**Step #2:** Position yourself the right way to get the deal on your terms...

**Step #3:** Get the prospect set up on the AbandonX system

**Step #4:** Convert into money

Obviously, you'll have to start out by finding prospects. There's not much that you can do without them. Next, you're going to send an offer out to those prospects. It goes without saying that if you send out an email, you're going to get responses. When you get those responses, it's all about positioning yourself from there so that you can get a deal made on your terms. There's no sense in closing deals and making very little money from them. So, Step #2 is very important, and you'll learn more about this further on in the lesson. The third step to this process is to get the prospect set up on the AbandonX system. Once you accomplish this, you can turn that into money.

Now, that we have our basic framework lined out. Let's dig a little bit deeper and look at the steps to follow starting out. We know that the first step is to find hot prospects. It is highly recommended that you work with "Mom and Pop" businesses, especially when first starting out because they are easy to reach, easy to close, and easy to attain great results with. Later on, you can begin focusing on medium to larger businesses and even eCommerce businesses. This system works across the board.

Closing your initial deals is critical in marketing. That's why you always want to go after the lowest hanging fruit first. You want this first deal to be simple because your first deal is going to breed another, and that is going to breed another, and it goes on and on from there. So, now that we have determined that your best chance for success starting out is to go after "Mom and Pop" businesses first, the next thing to look at is which ones would be ideal.

Optimally, you want to find "Mom and Pop" businesses that are already spending money on marketing and looking to increase their sales. Furthermore, you want them to have an online presence, and you want to see that the business has an array of products, or at least a history of repeat buyers. The more valuable these repeat buyers are, the better. Obviously, if one client spends twice as much on one sale than another, your job is going to be a lot easier because you only have to get half as many clients to buy.

Another great thing about working with these “Mom and Pop” businesses is that they usually are the ones to implement the campaign. Bigger corporations have more people involved, in most cases, and so it takes longer to get things going. These smaller businesses are often hungry for more revenue as well. Also, it can be a real pleasure to work with these types of businesses. They often handle their own marketing and many of the aspects on the business side of things. Bigger businesses can take a lot longer to get started because of all the bureaucracy. When it comes to smaller businesses, they are more eager to go through this process because every recovery does make a difference for them.

So, where do you find these people anyway? There’s a tool that will help you. Now, don’t worry. You’re not going to get bogged down with anything too technical. There are actually a few different options on how to go about finding them. The first is a no-brainer; you can simply look in the yellow pages or a local newspaper. These are where you will find the lowest hanging fruit ever. Simply look for small businesses that are marketing in these areas. There are a couple of other factors you need to look into, but at the very least, you know that they are spending money on advertising. You also want to look and make sure that they are referring people to a website in order to engage people in online sales.

If you live outside of a major metropolis, obviously you can also look at these advertisements online. In other words, you don’t have to live in London, England to access London newspapers and directories because they are available online. There’s nothing about this that requires you to live in any specific location. You can also look to see who is advertising for a specific location on Google, and you can even manipulate Google in order to make it work as though you were searching from that specific location.

Sometimes you’ll run across companies that are using online ads as lead generation devices. That’s not exactly what you’re looking for per se, but bear in mind, you might find a professional where leads mean a great deal to them, such as doctors, lawyers, and plastic surgeons. This system can also be used to retarget these types of leads. For instance, a person might have visited a lawyer’s site but didn’t fill out the form, and you can use this system to retarget that person.

As previously stated, you’ll want to check on a few things before making contact with a potential client. First of all, you want to make sure that the business is referring their clients to a website. If the ad isn’t, then you know that the business isn’t really focusing on their online presence and it’s unlikely that you’ll reach anyone that you can really do business with.

Secondly, you want to work with companies that have a good profit margin on what they sell. You’re going to find companies that don’t make very much profit on what they sell, and a lot of



small businesses are that way. However, you have to be wary on joining in with these types of companies because you're not going to make any money if their profit margin is too low.

Finally, after you have done your research, you want to go to their website and make sure that there is an easy way to contact them. Nine times out of ten, these "Mom and Pop" types of businesses are easy to reach. Still, you want to check on this before moving forward.

To reiterate, when you find an ad that might seem plausible, you want to check and make sure that the ad is referring clients to a website. Then, you want to look at their website to check and see if it looks like their stuff is selling. You also want to look to see if there's a half-decent profit margin on the product or products that they are selling. Lastly, you want to make sure that the business owner is easy to contact because that is how you are going to make your incredible introductory offer.

You also have a finder tool in your member's area that you can use to locate businesses that are already remarketing to lost clients. This tool allows you to look up certain types of businesses if you like or you can just search by area. Whatever your results yield can be recorded into a spreadsheet along with the email address and phone numbers to that business. This tool is incredibly simple to use, but just in case you are not one that is good with technology, some training will be provided for you on how to use the software.

Before moving any further in this training, you need to take an action step, and that is to follow the steps that were just given to find qualifying businesses to contact. If you are a high-flyer, feel free to look for larger businesses to work with. However, if you are just starting out, please just contact these smaller business because if you can land this first initial deal, it will help you to land bigger and better gigs in the future.

Your assignment for this week is to record the names, phone numbers, and email addresses of 50 businesses that would be good to work with. Now, this might take you an hour or even longer, but rest assured that it will be time well spent. This isn't very difficult to do. Simply record them. The difference between people that are successful in these types of training courses and the ones that aren't is that the people who flourish are the ones that follow these very simple action steps.

There is no rocket science involved in this. It's just a matter of taking an hour of your time to move on to the next stage of the process. This is very simple, but it's vital that you make this move if you want to be triumphant. The reason why people don't succeed is usually because they never take the required action. The steps in this training are very easy, but you do have to do them in order to get anywhere. You have made a significant investment in this training, so the steps are given in small chunks to ensure that no one is left behind and to increase everyone's probability of achievement.



## The Next Step...

# Subject: Attempted Purchase

Hi Bob,

I just attempted making a test purchase on your website and did not complete my purchase...

What I noticed is that you don't have an abandoned cart strategy in place to follow up with prospective clients who didn't complete their purchase.

I'm sure you're aware that you're leaving a lot of money on the table, which is a shame because these lost clients are easily retrievable!

When you get back to me, I'll get you back \$500 of lost sales as a gift for showing you what my solution can do for you!

To be clear, I'm NOT looking for any money in advance, I will only make money once you're making a lot more money!

I look forward to hearing back from you and helping you massively increase your profits!

Your Name

P.S. I shall be setting up 10 clients in our area this week. Please respond ASAP before I close the spots!



Once you have your 50 email addresses, you are going to email your prospects. You're going to send them an offer, and you are going to make it as irresistible as you possibly can. If you're living in the UK or Australia, you can choose any market anywhere in the world. You're not restricted by your location, except for the fact that it might be easier for you to connect with people in your local area. It's recommended that no matter how you go about this, you keep it all as simple as possible. The businesses in your local area are probably going to be the lowest hanging fruit, but you can do this from anywhere.

Below you'll find an example of the type of email you're going to send out. Of course, you don't want to copy this verbatim, but feel free to model your own after it. More importantly, you need to understand that each portion of this message has some sort of reason behind it. This will all soon be explained. The email states:

Subject: Attempted Purchase

Hi Bob,

I just attempted making a test purchase on your website and did not complete my purchase.

What I noticed is that you don't have an abandoned cart strategy in place to follow up with prospective clients who didn't complete their purchase.

I'm sure you're aware that you're leaving a lot of money on the table which is a shame because these lost clients are easily retrievable.

When you get back to me, I'll get you back \$500 of lost sales as a gift for showing you what my solution can do for you!

To be clear, I'm NOT looking for any money in advance. I will only make money once you're making a lot more money!

I look forward to hearing back from you and helping you massively increase your profits!

[Your Name]

P.S. I shall be setting up to clients in our area this week. Please respond ASAP before I close the spots!

Again, pay very close attention to this explanation because each portion plays into the psychology of the person, in the same way that sales copy does. This is part of what's going to place you in a position of value to your prospect. First of all, it's very important that you take note that the subject line reads "Attempted Purchase". An effective subject line is one that gets someone to open your email. In this case, it's a business owner you want it open and read by. What business owner would ignore an email that said "Attempted Purchase" in the subject line? They either think they have lost some money or that they are going to make more money. So, they are going to open this email up.

Within the body of the email, you're going to address the business owner by name and tell him or her that you tried to make a purchase on their website but couldn't or didn't. In either case, you go on to say that you noticed that there weren't any measures in place to follow up with prospective buyers that didn't complete their purchase. Next, you make it a point to tell them,

or remind them, that they could be losing a lot of money this way. Also, you'll want to point out that this is a crying shame because these types of clients are easily retrievable.

The whole point of the first part of this email is to get the business owner interested. When you tell them that they are "leaving a lot of money on the table", you're going straight for the jugular vein essentially. After that, you tell them that you will get them a certain amount of money if they allow you to show them that you can. Don't beg them for a chance, but tell them that you'll give them \$500 (or whatever currency) in lost sales as a gift for letting you share the solution with them and demonstrate how it works.

You'll want to be very clear in your offer that you aren't looking for any money in advance. Let them know that you are only interested in making money once you get them a lot more money. This will remove the only objection a business owner is going to have. They don't like to be pitched to, but if you can make them more money without it costing them a dime, you'll have their attention. You've got to make this clear as day very early on for this to work though. You basically say "I'm not looking for you to purchase something. I'm trying to give you \$500 just to try out my system, and I will only get paid if you make a lot more than that."

You're also going to close the letter with a P.S., letting them know that you will be signing up other clients and that there are limited spots available. Do you see? You have given them an irresistible offer which is completely free if they take you up on it, but you turn the screw a little more by telling them that they are going to miss out if they don't respond. This is also a call to action telling them that they need to respond immediately. This may not sell every prospect, but it's going to get business owners to at least want to find out a little bit more.

The goal of this email is purely to get your prospects to respond to you. Once they respond, it's pretty much game over if you follow the rest of the steps that will soon be shared. If they respond seeking more information, there are viral pages in your account that you're going to set up, and you can just refer them to that. You might even want to send them to a video. You certainly will want to do that when you get into mass marketing. That's coming up later. For now, you are just trying to land your very first deals.

If you follow through, you will learn how you can mass market this effectively. However, you really need to understand the process first. You need to understand where the business owner is coming from and go through this step by step so that you know how to do this properly. After that, you can scale this up and start making some serious cash, as long as you follow the system correctly, that is. There are some people that may be able to move ahead and still succeed, but the vast majority of us don't need to try to run before we can crawl. So, let's take the easy steps first and make some sales right off the bat, taking advantage of the lowest hanging fruit first.

There are really only two types of entrepreneurs, or marketers. The first is the type that doesn't get started until everything is lined up right and perfectly in place. Ninety-nine percent of the time, those people never really end up taking action because they are trying to wait for perfection. There are exceptions to this, but if you look throughout history, almost every successful marketer doesn't wait for all their ducks to be in a row before making a leap.

Get these messages out and start getting your responses. You might make some mistakes along the way, and you're surely not going to close every deal. If you send out 50 emails, you're going to get responses. From those responses, you are most likely going to close some deals, and most importantly, you're going to have the confidence you need to move forward.

To some of you, these initial steps may seem silly and like a waste of time. Please don't underestimate the importance of them. If you try to take on too much and you fail, you're going to give up. This has happened to many people many times before. Just take baby steps until you get the process down, and then you can scale up as much as you like. Focus on this process step by step, and you will be much more likely to succeed.

## Dealing with Various Responses

### Step #3: How to deal with various responses...

**"I'm interested, as long as I don't need to pay anything for trying"**

Hand the deal over to Dena to get them set up with the system  
Do not waste anytime with tech  
Your focus is ONLY to close more deals and make money!



The message in the previous section is just an example of the type of email you would want to send. The reason for each portion of the message has been explained. As long as you understand the strategies behind each portion of the message, you can change it up as needed to fit your particular scenario. Just be sure to include a sense of urgency, a call to action, and other such details. So, stick to the way that the email is formulated, but not necessarily the wording itself.

You need to understand that this really is an irresistible offer in the eyes of a business owner. So, be confident no matter who it is you are speaking to. You have the ability to basically give away \$500 or even more to whoever it is you are making a deal with just because you have the ability to recapture these leads and these prospects.

Truthfully, the first step to this process is to make a commitment to follow through with this system and follow what you are learning step-by-step. Take a moment to do that right now, and really decide that this is something you want to work towards before moving forward. That commitment means that you will take action. Without taking action, you will not find success. That seems obvious, but so many people fail simply because they never make their move when it's time to.

Remember that small successes lead to larger ones. For now just focus on getting those small deals through. You aren't going to make a fortune this way, but it will get you on the road to where you want to be. After you send out your initial emails, you are going to start getting some responses. Most likely you'll get a response in which the person says something like "I'm interested, as long as I don't need to pay anything for trying." That's what you want. Once you get a response like this, you simply hand the prospect over to the AbandonX team.

There is no reason for you to waste more than three seconds on anything technical. That's not why you joined this program. There are people that are paid well to do this for you. Your focus should only be on closing deals over and over again. After you have sent out your first 50 emails and closed some deals, send out 500 more. Instead of landing just two deals, close 20 of them. As soon as you get someone interested, you communicate with Dena and get them set up. That is it. Don't do anything else.

Dena and the entire AbandonX team is here for you. Just bring in the merchants, and once you have them in the system the team will help them to get set up. After that, you just sit back and watch the money come through. It's the team's job to keep your clients happy and content so that you can move on to make more deals.

Also, please understand that Dena is not a coach. She is not the one to reach out to with questions on how to close a deal and other such things. It's not that she wouldn't like to help, but it's not her role in this process. Follow the training, and you will be able to close the deals that come through. Don't use Dena as a marketing resource. Her job is to serve your clients once you refer them to her.

You're making all of the commitments, and she is the one making sure that they are fulfilled. She is going to make sure that they are happy with their results to the best of her ability. Dena and the other team members have been doing this for some time now. So, once you make a deal, just leave the rest up to them. Your clients won't be upset if you position this the right way and you tell them what's going to happen. The team is going to make sure that your clients are absolutely satisfied with you. This is a win-win situation for everyone involved, and that's why this system works so well.

Some people fear a client saying "I need to know more." There's no need to fret. There are a couple of different things that you can do at this point. The easiest thing to do is just refer them to the video on your landing page system. That's within the member's area. If you experience any problems locating anything, just send a ticket to Support.

Your second option is to get them to the next step, which is to get them on the phone to close the deal. Keep in mind, however, that whenever you respond to your prospect, you always need to respect their needs. One of the biggest mistakes that people often make is being



evasive or just not handling their prospects concerns with care. When someone says “I want more”, that means you need to provide them with more.

There’s no way to get around addressing your prospects concerns. At the same time, you don’t need to write an entire encyclopedia to answer their question because the chances of that turning into a deal is zero. What you need to do is give them what they need in order to get to the next step. The next step is to either get them to the video or on the phone, and then you’re going to hand them over to Dena. A typical email response in this sort of scenario might look something like this:

Hi,

Thank you for your response. I’ll be happy to share more with you about what we do.

I know you’re extremely busy, so I’ll keep this short and to the point.

We’ve built the most powerful abandoned system on the internet. Our team works with some of the biggest corps around as well as with smaller businesses.

We have functionality that’s proven to get 24-42% of lost clients back. It’s based on patent pending tech and a follow-up sequence that has been tested and is known to work.

Best of all, we can tweak it to fit the needs of your company.

I’d love to go over all other details and answer your questions by phone at your convenience. Again to reiterate, you will not pay for this service until we make you more money by saving lost clients, so you have nothing to lose!

I look forward to your response,

[Your Name]

Basically, all you are saying is that we’ve got something that’s powerful and it’s going to make you more money. You are also going to need to restate that this is a free offer and that they have nothing to lose. If you don’t want to speak to the prospect, you can refer them to the video in this email response. This is a very powerful video. A lot of money was spent on creating it. So, you certainly have that at your disposal.

Keep in mind that you will learn a lot about the needs of business owners by talking to people, which will help you achieve more success later on. The lessons that you will learn from that interaction are things that you can’t learn anywhere else. Therefore, if you can overcome your

anxieties and speak to these prospects straight on, it will do you good in the long run. The most important thing, however, is to close the deal. So, if you don't feel comfortable communicating directly with these prospects, get them over to the video. In other words, it can be advantageous to speak with these clients, but you absolutely don't need to.

You are going to need to tweak your messages in accordance to the responses that you are getting. For instance, if you notice that a lot of people are questioning what you are trying to sell, that shows that the original email didn't stress early enough that your offer is free of any cost. So, you are going to look at people's responses and make small changes based on what your prospects are saying. Markets are different, locations are different, and cultures are different. In this training, you'll be given an outline of what kinds of things to say, but some of it you'll just have to play by ear.

The first thing you will be doing is bringing your prospect \$500 in business that they wouldn't be able to get back otherwise. After that, the system is going to analyze the potential amount of saves that they can get for your prospect each month. Based on this amount, the client will be able to purchase credit, which will cost a small fraction of the money that you'll be generating for that client.

There are no contracts or obligations. You can just promise that the system will make 10-20 times more than they are spending to get their clients back, they can just walk away. You've got to tell them that this service isn't free, but you are going to regain \$500 for them in order to show them how well the system works. After that, you're only going to charge them an amount that's based upon how many recoveries the system can generating.

You need to go to the person's website beforehand and actually test to see if they already have abandonment software. If they don't have abandonment software, you can reach out to them. Obviously, you're not going to want to if they already have something in place. The way to check this is by going to the website, entering your email, and not clicking on the submit button. If they have abandonment software in place, you'll get an email anyway. If not, you can get them results with this system.

It's possible that someone might respond saying that they already have a tool in place, but they would like to know how the AbandonX system is better. Certainly, if you didn't receive an email and contacted them because of that, their system must be inferior. The AbandonX system is easy to use, and you can update it on the fly at any point in time. Plus, all the reporting is fully transparent.

At times clients may be concerned with the privacy of their shopping cart. It's actually a pretty standard practice nowadays to put a third party code on a website. Your code won't mess with any other code on the site. If someone asks about the placement of this code, that is

something that Dena and the rest of the AbandonX team can help with as well. If someone doesn't want the team going into the site and inputting this code, Dena or one of the team members can explain to the client how to do so themselves. This isn't really an objection that most businesses have, and if they do object to this, it's an easy objection to overcome.

The AbandonX system will work with foreign websites too. In other words, it is compatible no matter what language or currency you are working with. The software deciphers it on the fly, and it's not a problem at all. The software is already being used by clients all over the world.

## Closing the Deal

### Step #4: Closing the Deal

For your 1<sup>st</sup> few deals, have them set up on the system and do not attempt to charge them a monthly fee for setting them up/maintenance...

The key to massive success, is initial smaller success!

Tell them you are waving your set up fee and ongoing maintenance fee as you want to have them up and running at your risk!



Now that you know a little bit about the objections that might come up, let's get back into how to go about making the deals. You're going to send 50 of these emails out, you're going to wait for responses to come in, and you are going to reply to each individually based upon the type of response you get. In terms of closing the deal, you are going to get Dena or the other AbandonX team members to set them up for you. Again, you don't want to land too big of deals right off the bat. You just want to start the process of making money with this system. The first few deals that you make are going to make all the difference for you.

It's not recommended that you start off by charging them a setup fee or a monthly maintenance fee. If you do, you're going to be setting a barrier up for yourself that you don't need. This is something that you can implement later on if you wish, but starting out you will want to keep things as simple as possible. Tell your clients that you're going to be waving your setup fees and ongoing maintenance fees for them. That way, all you have to do is make sure that they are finding success with the system and are making a lot more money.

You're only going to be making money after the system begins generating more sales for them. Let's make this easy so that no one gets confused by this. You can move on to scale this business up later on, but you want to start out in the simplest manner possible. Once you do

close a few of these deals, the opportunities are going to change for you. However, you want to start out by taking these initial steps and closing your first few deals. After you have made a few initial deals, you may decide to start charging a setup fee. You can typically charge \$199 or so for this, or you can charge them a monthly fee.

At first, the key to your success is going to be sending emails out to as many prospects as possible. When you have a great offer, it's just a numbers game. All that matters is that you get the word out there to as many people as possible. You will get responses, and then you will get a percentage of those people to get set up with AbandonX. There's nothing more to it at this point. Later on, you'll be able to scale up if you wish, but right now you just need to concentrate on bringing in prospects.

There are millions of businesses out there that need what you have to offer them. This is the most sophisticated system that's currently available. You'll get them great results. You might already know that a 1K/Day program is being run by Barry, and that about 50% of those members have closed potentially lucrative deals with experts. The other half of the group isn't doing quite as well, so he's got them on a special training session. In this session, he is asking these members how many of them haven't sent out the 20 emails required by the training. Each one of these members admitted that they hadn't.

The difference between massive success and abject failure is simply whether or not these members took the required action. Barry says that he is delighted that these members are starting to take action, especially because some of these people have never taken any real action their entire lives. Your success is dependent on you and you alone. No one else can take these steps for you. So, it's important that you go ahead and get started. Again, the best way of doing that is to just keep things simple right out of the gate.

In the next session of this training, you'll learn strategies for scaling up this system. However, the first steps that you take today are the most crucial ones, and the first step is actually the hardest. As long as you're willing to put an hour of your time into this you'll have no trouble getting started. You're going to be able to make a lot of money in backend sales as you bring people into this system. How to go about doing so will be covered in sessions 3 and 4. Today is all about getting started.

Thank you for putting your trust into this team. Hopefully, the value that they are trying to deliver is well received and that you understand what the team is trying to do. They are extremely committed to this process. If you take action, these team members will go over and beyond to help you. There's nothing that they can do for you if you don't take action.

If you have any questions at all, don't hesitate to send an email [Support@ReallySuccessful.com](mailto:Support@ReallySuccessful.com). Also, please send in an email once you get your first two clients set up. The first member to do

this is going to get a free consultation with Barry. The person who leaves the best comment will also win a free consultation. Barry loves receiving feedback, so please let the team know how you are doing. Also, please provide any comments that you may have about this particular training session.

## Questions & Answers

### **Can we attach a video to our initial email?**

It's not recommended that you do, but you may consider including a link to one. You have to think, however, about the fact that if they end up on a landing page, they might be scared away from your offer. Really, you should let them respond to you, and then you can send them forward to a video if they would like to learn more.

### **Are we after an email response or are we providing our phone number?**

At this point, you just want them to respond by email because it's the easiest thing for them to do.

### **How do we modify their shopping card once you've made a deal?**

At that point, you simply hand it over to Dena.

### **How would you write an email to a lawyer or other high-end professional that's attempting to get leads?**

In this case, you might use a subject line like "I tried to opt-in". Then, you would use the same sort of message that you would use for the shopping cart except that in this case you would say "I noticed that you were not able to follow up with me because I did not submit the form."

Now, a lot of professionals like this really don't know that they can follow up when people didn't submit the form. So, you probably wouldn't say something like "I'm sure you're aware that you're leaving money on the table." Instead, you might say something like "I'm sure that you'd like to get those lost potential leads back into your system. Well, I have an idea I'd like to share with you." Obviously, you can't offer to give them \$500 in lost sales in this scenario, but you can offer to get the lost leads back that did not click the submit button.

You can tell him or her that you have software that will allow you to get back 24-42% of your prospects back, based on our statistics. Then, you might want to give a phone number so they can speak with you on the phone if they like. Again, be sure that you let them know that you

don't want any money in advance. Then, you just close with a call to action. As you can probably tell, this would be a lot like the original email shown. You would just change it up a bit to fit who you're talking to.

### **How much would you charge for lost opt-ins?**

The cost would really depend on the price they would be regaining per lead. That's going to vary from industry to industry. You can look into how much a client would pay for the business owner's services to figure out what a lead would be worth to them. This will be covered in more detail further on in the training.

### **How am I going to give them \$500?**

You are going to recuperate \$500 worth of business for them. That's the irresistible offer. After you prove to them that you can do so, they are going to begin paying you for your services. The rate that you charge will be based upon the amount that you can potentially make them. You are going to make 40% of what the system generates for them if you want to automate the process. Now, you can manually charge them later on if you want to, but it's not recommended that you do so starting out. Bigger possibilities will come about later, but for now, you want to just follow this simple system because it will help to ensure your success.

### **Do I get in touch with Dena through the support email provided?**

No, you will do so through the portal that's inside the member's area. There's a link to reaching Dena's support team there, and Dena will be present to help you all along the way.

### **What exactly do we need to do now?**

You simply begin sending out emails. If you want to, you can simply refer them to the video within the landing page system that was built for you; doing this will directly connect them into the system. That alone will get you started. After you get them into the system, Dena and her team will take over.

### **How does the credit system work?**



You will be getting 40% of the income generated through these credits. That's incredible because other affiliate programs in this niche are only giving 7%, and really that rate is pretty good because you have the ability to sign up some really huge businesses. The rate of 40% is totally unheard of in this industry.

The way the merchants are going to pay is through a credit system that sort of like prepaying for a cell phone or Skype. They will put money into their accounts, and of course, they will be getting their first \$500 worth of recoveries for free. That way, they can just try out the service with no obligation. After they have received \$500 worth of recoveries, the customer will need to purchase more credit to continue using the system. They will have to prepay a minimum amount, and they will select a package based on the return on investment (ROI) they would like to receive.

These merchants will be paying on what they recover. This is not a flat monthly fee. It's directly related to the revenue that's recovered. You can go ahead and look at the site to look into the different packages, and you can refer your prospects to this site as well.

### **When a save is made, is the business owner actually notified? How does this work?**

The merchant will get notifications periodically when they've hit certain thresholds on the limit. For instance, when they get their very first recovery, they are going to get a 'Congrats!' email. As they move through the trial amount, they will continue to get notifications as well. In addition to this, they can actually track activity through their membership dashboard. They will not only be able to see how many sales have been recovered, but also the conversion rate of the campaign. Also, the dashboard shows the total amount of revenue that's been recovered.

### **Are there any issues with using eBay or Amazon?**

You shouldn't target either of these sites because they aren't open platforms. There are a ton of other websites out there that are open that you can use though.