

# **Exclusive AbandonX Training:**

## **Session #2 – Super Fast Mass Marketing Strategies**

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## Introduction



# **EXCLUSIVE ABANDONX TRAINING**

## **Session #2: Super Fast Mass Marketing Strategies**

Welcome back to this exclusive AbandonX training! This is the second session of this training session, and it is all about using superfast mass marketing strategies. In the last session, you were taught how to start looking for prospects using very simple techniques like using local newspapers and the Yellow Pages. People in this training are already closing deals even though the first session was held only last week.

Right now you are going to make a very important business decision. In fact, this is the biggest decision that you will ever make with this or any other strategy. Basically, you'll be given two options pertaining to what kind of business you would like to build. Before you are presented with these options, the team would like to thank you for all of your feedback. Updates are being made to the system that are based on some of the excellent comments. The team is working hard to make this a phenomenal system for all of you.

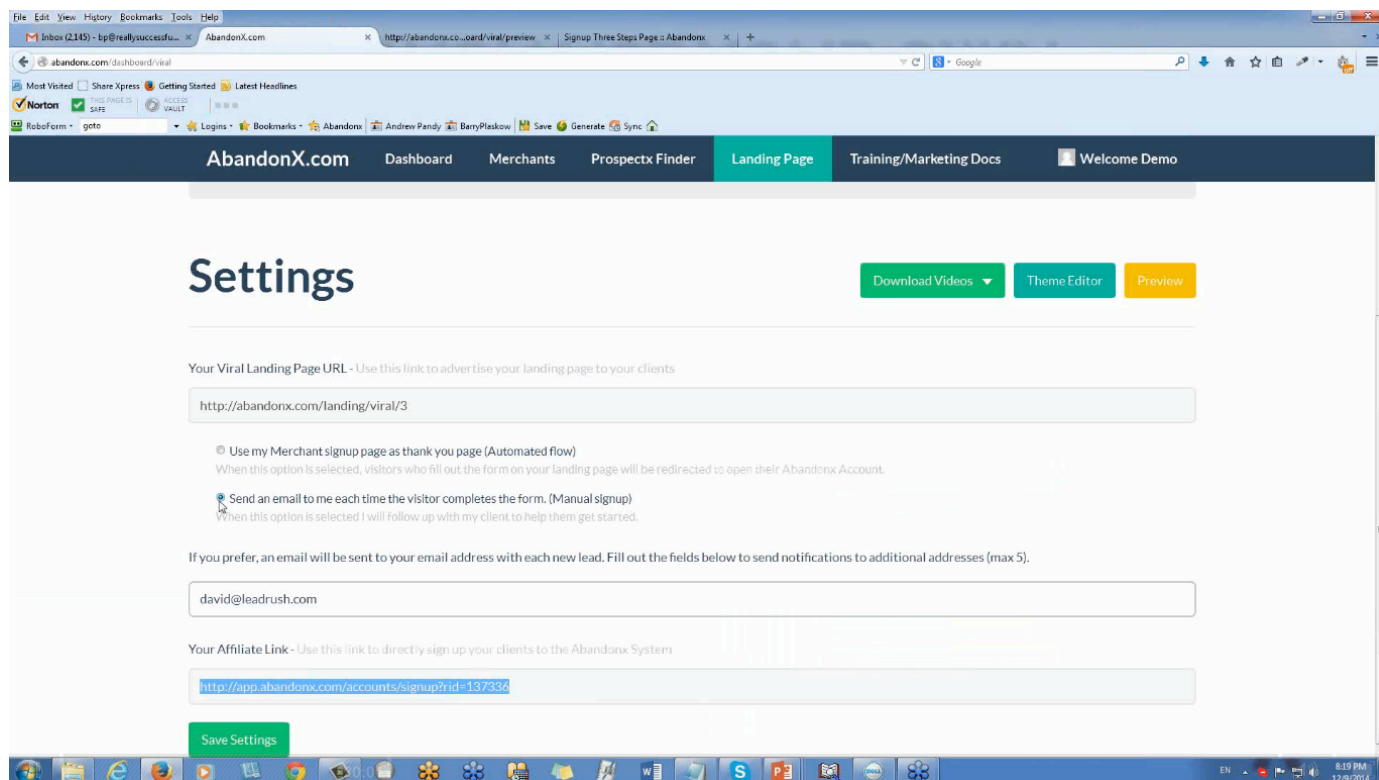
In this session, you are going to learn even more strategies for closing your initial deals as well as how to start attracting bigger businesses. Again, some people have already closed deals. Others have sent out emails, but haven't yet signed anyone up yet. If you haven't sent any emails out, you should know that action is an absolute prerequisite to your success. Without doing so, you will not succeed.

## Making Your Choice

For those of you that are taking action and keeping up with the training, you are going to have the chance to learn more simple strategies for closing deals. It's time to make a decision on how you are going to run your business. Are you looking to max out the value of each client and be involved in your business? Or, would you prefer to automate your business, make less per client but be completely hands off? That's the big decision that you need to make. You may not have an answer yet, and you can have a business that's made up of a combination of both styles. However, you need to decide whether your business is going to be more automated or more hands-on.

Barry states that he couldn't possibly run a business that was completely automated because he has a need for that sort of interaction in his life. He wants to understand his clients and be there to help them. So, that's the route he and his partners have taken. There's nothing wrong with making your business more automated though. You just need to decide what it is that you would like to do.

The decision will make a big difference with AbandonX because if you run your business in a manual way, you will be using your own pricing and you will be purchasing the credits on behalf of your clients from AbandonX. Again, this gives you the opportunity to make more money, but you'll have to do a lot more selling. You will also have to do things like create your own 'Thank You' page. To reiterate, if you go the manual route, your client won't have their own AbandonX login. You'll be charging them upfront and purchasing credits for them. This will also require you to have more interaction with your prospects.



Look at the screenshot above and you will find that the 'Landing Page' tab is selected, and the virtual landing page settings are shown. If you want to automate your business, you'll simply take the link to your landing page, provided within these settings, and give that link to your prospects. When someone uses this link, it takes them to the AbandonX's signup page. On this page, a customer would enter in some basic information and click a button to get their free package.

When a client clicks to sign up using your link, their signup is connected with your affiliate code. Once they get to the page that follows, they will set up an account. After that, they will get login information for their member's area and they will be offered help getting the code onto their website. When the client clicks to continue, that are redirected to their dashboard. That's all there is to it. This approach is completely automated.

After the client logs into his or her account, a popup will appear asking them if they would like to schedule a call with Dena to help get them started. She will set them up and get them started. You will get a 40% commission on all of the sales that you make this way. Their dashboard contains all of the data and anything else that they would need, and they also will have access to Dena and other team members through their account.

This is all very simple. All you need to do is refer your prospects to the viral landing page that's connected to your account. You have already provided your PayPal account information when

you signed up for your account. That's how you are going to get paid by the AbandonX team. You can set things up to where you automate the signup of your clients but you still maintain a relationship with them as they sign up as well.

If you want to set things up so that you work with your clients manually, then you won't want them to go and create their own account because they'll know about the system. In this scenario, you want to work them through the system yourself. If this is the case, you'll want to enter your email address into the settings page and select the option to have an email sent to you every time someone signs up. When you get notified of the sign up, it's your job to give them a call and set them up as a client. This time you'll want to use the affiliate link located within your account settings. This is highlighted in the screenshot above.

Doing things this way allows you to set the client up in the system manually. Once you set them up, then you can work with Dena and the AbandonX team instead of having them do so themselves. So again, if you do it this way, you'll be opening an account and managing it for them. This is a little harder, but it opens the door for you to have more of a relationship with your clients and even charge more.

If you decide that you want to run your business manually, you have the ability to create a custom 'thank you' page. You can do this by clicking on the 'Theme Editor' button, which is located up at the top of the settings page. When you click on this button, you'll be brought to an editor that will allow you to create your custom page. There are a great deal of options over on the left-hand side that allow you to have complete control. For instance, you can create your page in any language you want to. If you click on 'Thank You Text', located down at the bottom of the page, the message that reads on the page will change to display a 'thank you' message instead. You can customize this to say whatever you want it to.

If you set up your accounts manually, everything will come in through your email address. So, you'll receive a notification when the client needs to purchase more credits. At that point, you can contact them and charge you anything you wish. On the other hand, if you set things up to work in an automated fashion, the client will get notifications from AbandonX and you won't have to do anything besides just getting them to sign up.

Hopefully, you can see that the team is trying to make this process as simple for you as possible no matter which choice you make. The team is also taking feedback from you into account to make the process even better all of the time. At this point, you just need to make a choice about how you want to run your business. Obviously, if you are running this automatically, you are going to be able to scale this up more because there is less work involved. However, your closing rate will be a lot higher if you do it manually because they are your clients and you can

follow up with them. So, you have to look at it both ways; there are some plus and minuses on both sides. Either way, it's a great system.

Barry recommends that you take some time and test both of these different ways out. If you're not very good at talking with people, then you might prefer the automatic route. Later on, you can always build a team once you start making serious money with this. Alternatively, if you're great on the phone, you have an opportunity to build a relationship with your clients, sell them higher, and sell them other products if you do this manually. You could also create some kind of gray area where your business is 80/20 or 60/40 manual as opposed to automatic. This may even fluctuate and change through the life of your business.

The important thing, however, is that you give this some serious thought and even investigate your possibilities. You have the power to decide. What you have at your fingertips is a system that gives you the ability to build a real business that gives you the flexibility to run it the way you prefer. That's the key here. The AbandonX team wants you to be empowered to make your own business decisions. You're being given a system that's proven to work, but at the same time you can make your own subjective choices pertaining to it based upon the results you want to see now and in the long term.

If you are taking the automated approach, you're going to send out the landing page and allow prospects to sign up for \$500 credit. After they have signed up, Dena will call them and help them to get set up. This is an incredible service that will save you a ton of time, energy, and money. When the prospect has used up their first \$500 in credit, they will be able to purchase more. You will get 40% of whatever they end up spending on this system.

The benefits of doing things this way is that you have a business that can be run in a hands-off type of manner. You can focus purely on sharing the opportunity with your prospects this way, and you can allow the video to do all of the selling for you. There are millions upon millions of businesses out there that need a service like this, and all you have to do is direct them to it.



## Scaling Up and Driving More Traffic

Traffic → Landing Page → Prospect Sign Up  
Page → Contacted By Dean And Added To The  
System → Client Purchases Credit, You Get 40%  
On All Credit

Make sense?



For now, let's focus on the automated process and how you can start sending significant amounts of traffic to this offer. The funnel you'll be directing them through is broken down in the screenshot above. You are going to begin by driving traffic to your landing page using the affiliate link that's inside your system. Your prospects will sign up on the sign up page and create an account. After that, they will be contacted by Dena and added into the system.

Now, the client is going to get \$500 credit at first. Once this credit wears out and they purchase more, you are going to get 40% of whatever they buy from then on. This is a very simple process and a killer funnel. Everything is ready to go. Your only job is to drive the traffic.

This system is made to convert for you. All that's missing is the traffic. As discussed last week, you'll want to start with the lowest hanging fruit. These are going to be the 'Mom and Pop' business owners that you can find in local papers and in the Yellow Pages. You are also provided a tool name ProspectorX, which will help you to find businesses located in certain areas and through different keywords. Once you find a business that looks promising, you'll want to refer them to the landing page using your personal link.

This is, of course, where we left off last week. So, after you have landed a couple of initial deals, how do you scale this thing up? One way to do so is to start looking into other locations. For example, you could focus on a particular city for a few days and then hit another market after that. Another thing that you might consider doing is outsourcing the dirty work. You can hire someone to locate various businesses each day and send out emails to them. In fact, if you wanted to, you could outsource this to several people so that you can send out hundreds, if not thousands, of people every day.

Roger and Barry are big fans of OnlineJobs.ph because you can find very wonderful, eloquent, English-speaking people to work with. On this site, you can find a full-time worker to do this for you for as little as \$300 or \$400 a month. In fact, according to Barry, the easiest way to scale this up is to get the process going yourself at first and then outsource everything about the process that takes up the most of your time. Then your job becomes different. Now, you're going to talk to your prospects, follow up with them, and make more money. There's no reason to waste your time sending out email solicitations if you can make much more by outsourcing the bulk of the work.

Any business that doesn't have an email address on their website is a business that doesn't know what they are doing. They may just have a message form as well. Don't hesitate to feel out this form instead if you need to. As you can probably imagine, this entire process is not complicated at all, and it would be very easy to train any outsourcer to do this for you.

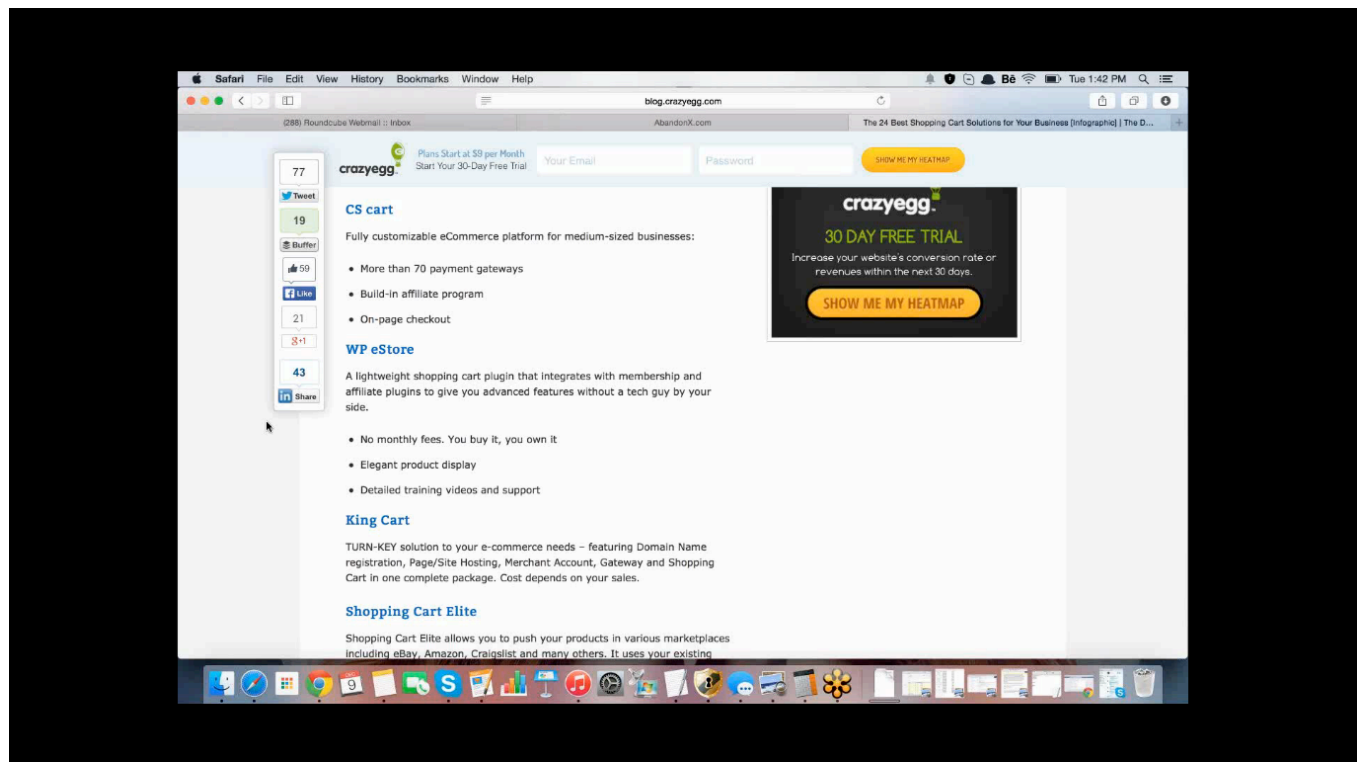
Aside OnlineJobs.ph, you can use sites like Fiverr or even Craigslist to find talent. One thing that you should know is that there is a fee to get signed up with OnlineJobs.ph. Roger actually prefers Craigslist because it's free. He recommends Manila.Craigslist.org because you can find Filipino workers there that will do a great job for a lot less money than you would have to pay otherwise.

It's not recommended that you do this until you have worked on the previous steps, but here's something that's scalable like crazy. As you probably would imagine, you can use Facebook to drive more traffic to your offer. You've got an irresistible offer, so if you can get this to work, the sky is the limit. Again, you don't want to try this until you have exhausted the other options, which are to go after the lowest-hanging fruit. Once you're making money, however, try investing some money in Facebook advertising and test out the waters there.

Even if you ignore this portion of the training, you know enough already to make a ridiculous amount of money with this system. This strategy isn't required at all, but it is an opportunity that you should know is there. Actually, there are two ways of running this business. One is a lot more labor-intensive, but far less risky. In other words, if you don't put up any money, there's very little risk. The way Barry has shown you is pretty much free. However, you also

need to consider that this is a numbers game. So, the more that you can do to get people to your offer, the more money you're likely to make.

You really don't want to invest any money until you have some rolling in, but by investing a bit, you can really start generating a lot more leads and closing deals much more often. The strategies that you are about to learn should only be used after you have been selling this system for a while and you have become comfortable with it as well.

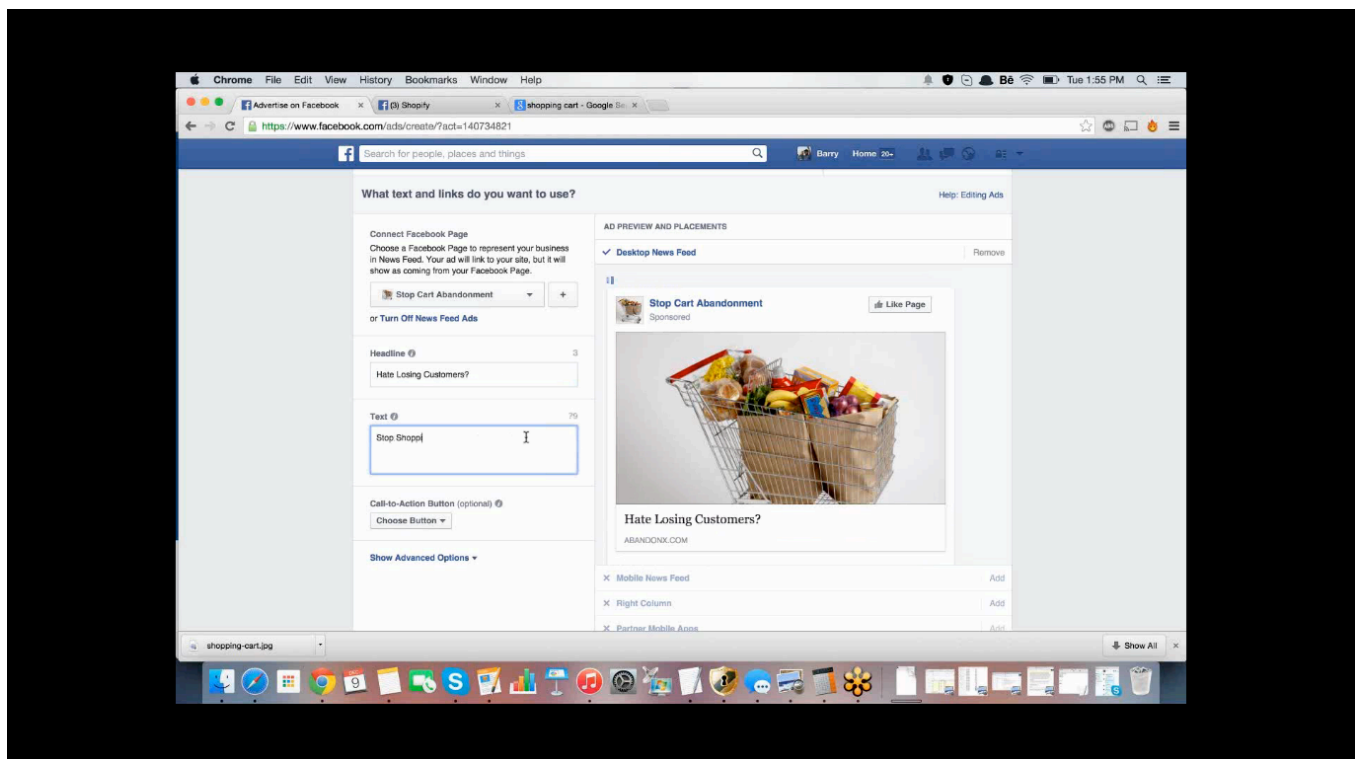


One thing that Roger likes to do is research shopping carts. The website above, for example, is titled CrazyEgg. It is a website that discusses different kinds of software that people use for their businesses. This particular page lists different services people use for their shopping cart. The reason that this page is being shown is because Roger recommends targeting people that are searching for shopping cart solutions for their businesses.

The first thing that you'll want to do is go into AbandonX. Note that to Facebook and Google, this link is recognized as an affiliate link. So, Roger actually recommends using Lead Pages to create your own landing page because Facebook and Google aren't going to like your affiliate links. What you can do is create a landing page that says the same thing as the AbandonX one. It wouldn't be hard at all to recreate such a simple landing page as the one you're being provided.

This isn't a Facebook marketing course. The point of this section is just to open your eyes to some possibilities. Once you have created your page, go to Facebook.com/ads/create in order to create your own Facebook ad. After you reach this page, choose 'Send people to your website', which is one of the first options offered. Then, you are going to enter in the link to the Lead Pages version of your AbandonX page.

When you set up your ad, you're going to enter in some demographic information. Let's say that you want to target people in the United States, and let's say that you wanted to set a budget of \$50, just to test things out. You'll want to remember that Facebook really loves to spend your money. So, if you set a budget at \$300 or \$500, they will be more than happy to take your money. Therefore, it's recommended that you start small and grow your budget as you move along. Begin with a budget set around \$50 or so, and over the next few days, look to see what you are spending per click.



The next thing you'll do is create your ad. When you are creating your ad, try to think of a person that owns a shopping cart website. Think of someone who knows that they are losing out on a lot of business from people who have abandoned their shopping carts. You'll need to use an image in your ad. Roger and Barry have found that pictures of shopping carts work pretty well, as does a picture of a pretty lady shopping happily. In any case, you'll want to use something relevant. The picture that Roger chose is shown above.

Roger advises that you only stick to desktop ads. Mobile is very cheap when it comes to cost-per-click, but the conversion rates for something like would be way lower for mobile. Desktop users are going to have the time to read your ad. There's really no reason to go into this in any great detail; just know that the team has researched this and found that the desktop ads work better for this kind of thing. So, you're going to want to choose the 'Desktop Newsfeed' option and no others.

After that, you'll be able to choose 'Create New Fanpage'. You can't create a page for AbandonX, but you can create something that's relevant. For instance, you might title your page 'Stop Shopping Cart Abandonment'. This would resonate with someone who needed this sort of service. When you are done naming your page, choose a category such as 'Website' and then hit 'Create Page'. The reason why you want to create a page is because you'll need one to advertise in people's newsfeeds.

In the screenshot above, you can see that Roger's ad is beginning to take shape. In the headline, you'll want to say something like "Hate Losing Customers" and then in the 'Text' box, you could say something like "Stop Shopping Cart Abandonment – Free \$500 coupon – Click Here". This message would speak to a user that needed a service like this. There's an option for your call to action button on this page as well. Roger chose the 'Sign Up' button so that people would sign up to his page. You are also given the option to add text to the bottom of the ad. Roger wrote "Brand new powerful system. Stops customers from leaving your website empty-handed."

Don't you think that this would be a powerful message to put in front of people with shopping carts on their websites? This isn't hard at all to set up, but you will have to set up a budget to do this. Also, it's unlikely that you're going to set this up and get 50 leads right away. You're probably going have to test it out and tweak it before you see any results. If you can get it to work, it can really be a goldmine for you.

It's recommended that you optimize this for clicks and you set your bid manually. Facebook will recommend a bid for you. In Roger's case, Facebook recommended that he bid his ad between \$0.75 and \$2.05. He always sets his one sent higher than the larger number. So, in this case he set his bid at \$2.06, and then he adjusts it from there. You'll want to do this as well.

You have to understand that Facebook is a marketing monster, and it will throw traffic at your ad and try different things with it. You might actually lose a little bit of money testing this out at first. Then, the water will settle as Facebook finds what makes people click on your ad. Your cost will go down from there. After setting your bid, you'll go ahead and place your order. As soon as you do, Facebook is going to start showing your ad.

Once again, start by focusing on the other strategies that have been shared. However, keep this other option in mind so that you can use it tactically later on. One of the great things about this offer is that you're not selling anything. You're giving them \$500. It really is a tremendous offer if you position it in front of the right people, which this Facebook ad will help you do.

During the presentation, Barry also presented a couple of different strategies for scaling this up. They may or may not be suitable for you, depending on how you are running your business specifically. The first strategy he offered was to do a webinar. You may already be a member of the 1K/Day program Barry is currently running. Sixty percent of the members of this training have closed deals with experts, and these members have come to understand how powerful webinars can be. You can do the same for the experts in the ecommerce world. Reach out to them and let them know that you can make them a lot of money, and then build a webinar around AbandonX. You could get a ton of people to join AbandonX this way.

If you're not a part of the 1K/Day program, you're missing out on something huge. If you are, then you're sitting on a goldmine. Why? Here's a breakdown of a webinar that Barry would do for AbandonX:

Intro: I'm going to show you how you can make 24-42% new sales by doing **ABSOLUTELY NOTHING!**

Content: Go over the facts about cart abandonment (use our sales webinar!)

Offer: Give away \$500 of free credit...Go 50/50 with your expert for sales generated your first month. The rest is yours!

All you have to do is get in contact with an ecommerce expert on Amazon or Google and team up with them for a webinar. The theme of it is going to be how you can make 24-42% new sales by doing absolutely nothing at all. In the webinar, you're going to go over some of the problems people have with abandonment, as well as the trouble people are having with some of the other solutions out there. Next, you're going to make your offer, which will be the \$500 of free credit. Then, promise that the first 20 people to sign up will be taken care of within the first 24 hours.

Barry also recommends splitting the revenue of this sale 50/50 with your expert for the first month and then keeping the rest for yourself. If you want to be nice about it, share the revenue for two months or three months, but at some point start keeping the rest. This is just one simple strategy, but it's mindboggling.

As previously stated, you don't have to implement all of the strategies for this system to make you lots of money. If you focus on any one of these, you'll likely find success. In actuality, this

will probably be one of the best investments you have ever made, and it will make your recurring income start rolling in.

You may have been a member of the Hot Prospector tool as well. This was a program that Barry and Roger ran with an associate of theirs named Mark Helton a few months back. In this tour, people learned how to do all kinds of crazy things in terms of mass marketing. For instance, you can send out about 10,000 voicemails for about \$100. For this low cost, you can have your phone ringing off the hook. If you learned about this, it will work amazing well in marketing the AbandonX system.

All you would have to do is make a quick 15 second message that says “I see that you have a website. I can help you get back 24-42% of extra sales by doing absolutely nothing. I’ve got a very powerful system, and I’ll set you up with \$500 in free credit. There are no fees, and there is no obligation. Just dial the ‘1’ on your phone, and I’ll be able to set you up for free.” If you have 10,000 of these messages going out, you can be sure that you’re going to get responses. The potential for something like this is extraordinary.

You’ve been shown five different strategies within this lesson. The first is just taking advantage of the easy low-hanging fruit of your local markets. Secondly, you can scale this up by outsourcing all of the tedious or repetitive parts of this process. You were also shown how to use Facebook to attract businesses. Then finally, you can sell this service through a webinar or through using Hot Prospector to really scale things up.

The AbandonX is a very powerful system, which is easy to sell in itself. You can automate it and/or scale it up. Really, with the flexibility of this system, you can do whatever you want. Furthermore, each of these strategies give you the potential to bring in massive amounts of traffic. There should be no reason why you can’t mass market this all day long.

After you are done reviewing this lesson, send a comment in by email to [Barry@ReallySuccessful.com](mailto:Barry@ReallySuccessful.com). It should be a comment about your commitment to this system. Whoever writes the most interesting one will get a consultation with Barry.

Don’t forget that the most important thing that you can do is to start taking action. Nothing will happen unless you do. The more you take action, the more the AbandonX team will over-deliver. You’ve got an amazing offer, and you need to let these businesses know about it!

## Questions & Answers

### **How do we maintain long term control of our customer?**

In your member's area, there is a 'Merchants' tab. When you click on this, data will come up pertaining to each of your merchants. This page contains their email addresses so that you can keep in touch with them as they sign up.

### **So, you get 40% of your client's sales?**

No, you get 40% of the credits that merchants purchase from AbandonX.

### **Is it possible to automate this but have our leads go through upsells?**

Yes, but then you wouldn't want to use the AbandonX landing page if you did that. Instead, you would probably want to use the video for the landing page, but then you can take your prospects through any process you wanted them to go through.

### **If there more of a risk if I do it manually?**

Of course. If you do this the automated way, all you're doing is sending out the link that's tied into your account. Everything else involved in this process is taken care of for you, and you don't have to do anything. Your job, in this case, is simply to drive traffic to the offer.

### **How often are we paid?**

AbandonX pays out at the end of every month.

### **If I choose to run my business in the automated fashion, can I charge a monthly fee?**

Not unless you have something else to offer. Even then, you're going to find it very hard to set them up and charge for something else. Really, you just need to decide whether you want an automated business or a manual one that will allow you to make more money.