

Exclusive AbandonX Training:

Session #2 – Super Fast Mass Marketing Strategies Part 2

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Introduction

Welcome Mark Helton!



Welcome back to this exclusive AbandonX training! This is the third training session in this course and the second portion of the training for superfast mass marketing strategies. It was unsure if this session was going to happen, but Barry has reached out to Mark Helton, who is the creator of Hot Prospector and the #1 guy in terms of mass mailing and mass marketing.

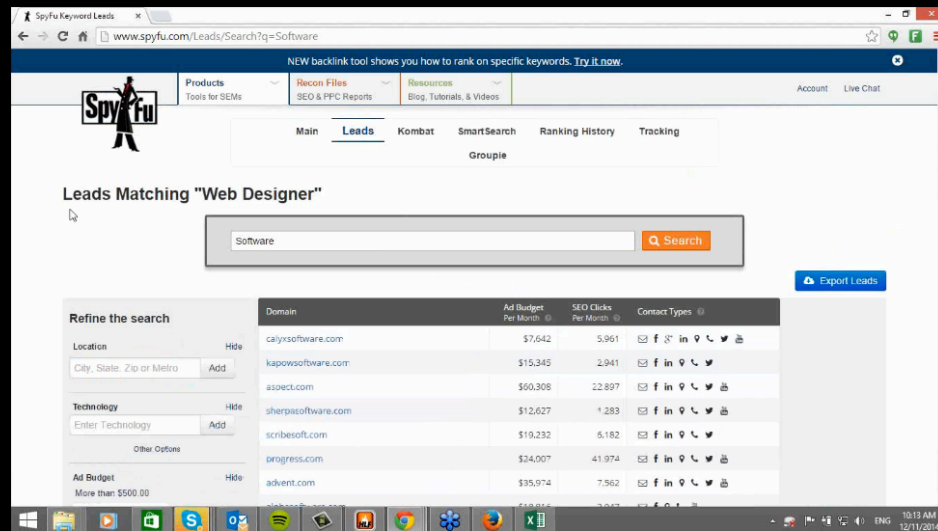
Take a moment to reflect upon where you are in the process. Have you located your first 30 or 40 prospects? Have you started sending out emails? Have you gotten anyone put into the system? A lot of people have located prospects, and they are awaiting their responses. One person is even holding a summit, which means that he is combining what he has learn at 1K/Day with what he has learned in this training.

This session is going to be very important because, first of all, it will give you a scientific perspective, and secondly, you are going learn how to mass market this and break down the channels. Mark Helton's picture is shown above. Again, he was invited to advise us on how we can get the phone to ring off the hook with clients. When he heard about this system, his initial thoughts were:

“Just so everybody knows, I’m as new to this as you are hearing today. I heard about it yesterday, but I haven’t really had the opportunity to get too deep into the software, but to me, my initial reaction is that this is awesome. I think that, as a product creator myself selling products online, this would be something I couldn’t live without. I need to remarket to people that come into our software and don’t end up purchasing, and I would say...I’m just guessing, but we probably have somewhere around a 50% abandonment rate.”

Mark goes on to say that there’s a three-step process in their shopping cart, and people have a tendency to start the first phase and then they stop as soon as the pricing comes up. So, having something like this would be huge for his business. As Mark stated, he didn’t really have much time to prepare for this presentation, but Barry really wanted it to be this way anyway. This would allow him to really pick at Mark’s brain about all of this.

Finding Data



Let's say that you just wanted people with ecommerce sites to call you about your irresistible offer. You also wanted to get this offer out on a massive scale, but you didn't want to work particularly hard at it. What would you do? According to Mark, the first thing that you're going to need is some data. Mark has a tool that allows him and his team to gather data, but in this case, you're going to need to know a little more about your prospects.

One of the first questions Mark had for Barry is what type of shopping carts this system would work with, and of course, Barry said that it would work with any type across the board. At that point, Mark recommended finding a list of data that contained the right type of information. He pointed out a site called SpyFu.com/Leads. The site has some sort of a crawler and it gathers all kinds of info about various websites, such as what kind of technology the site was built on and what type of shopping cart they are using.

One of the things that Mark likes about the site is that you can bring in data that's based off of keywords, and you can also search by budget. So, for example, if you only wanted to work with people that had an ad budget of \$5,000 or more, you could locate them through this site very easily. It's good to be able to target businesses that have a lot more capital like this, especially if you're investing in ads yourself. After all, if you're spending \$23,000 a month on ads, you

don't want to lose out on all of those people who could be purchasing your software; you will want to find the best people to sell to.

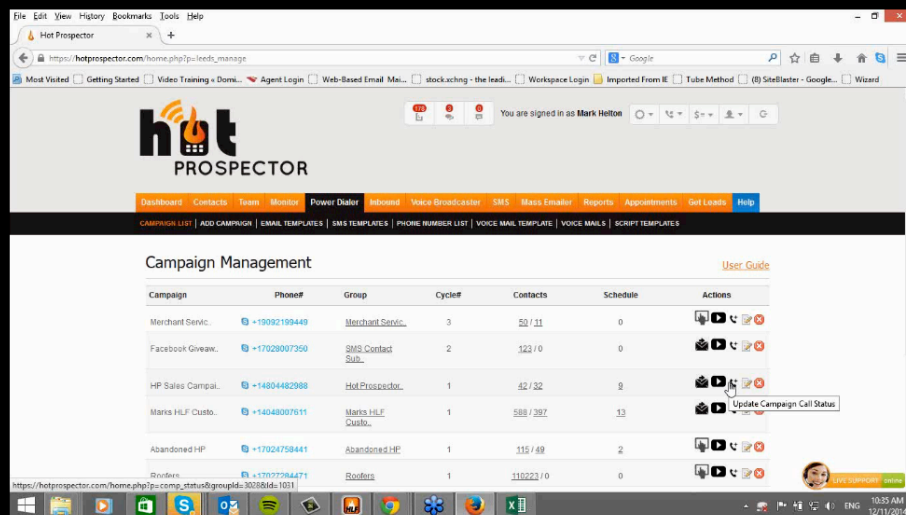
Not only does this site provide information on what kind of software a business owner is using, but you can also get contact information through it like their Facebook, email, and phone number. You also can get information on how many clicks their site is getting. So, if you wanted to deal with people who had more than 1,000 clicks, you can bring them up that way too. You might get a limited amount of results this way, but they will be the cream of the crop. The site allows you to export this data as a CSV. After that, you can load it into your system to start doing some sort of a marketing campaign.

This company searches the whole web, but you can search for people by location as well. When it comes to this kind of marketing, Mark says that he focuses in on smaller, more specific groups of people. He states that he feels it's key to be able to market to someone more than one time, rather than to just send out one email blast or one phone call. He would normally send out a series of emails, and then maybe follow up with a phone call or two in order to turn that prospect into a customer.

The data that you can get from this site is very high-end. You can get a lot more details on a company with this service, so that you know they are extremely qualified. However, if you're focusing in so much that you are only targeting 2,100 people or something like that, you don't want to waste them.

During the presentation, Barry asked Mark whether he would target bigger companies or more middle-sized companies. In his search, Mark was actually targeting people with a budget of around \$5,000, which he referred to as a middle-range budget. In other words, a small to medium-sized company would have this sort of a budget. He thought that this would be a good starting point for this type of product, although he was sure that some bigger companies would love this sort of technology as well. As you know, Barry recommends starting out with smaller to medium-sized businesses because it's just easier to get your feet wet with them.

Often, companies like SpyFu will work with you if you call them up. So, if you are on a limited budget, you might call them and tell them that you're just looking for leads. They may offer you special pricing this way. Mark recommends that you do this anytime you get the chance and never just take the internet price because you never know what a company like this will do for you. This company, in particular, is very good at working well with its clientele. So, you might try giving them a call if you're on a limited budget starting out.



After gathering the needed information, Mark and/or his team members would load the information into Hot Prospector. By the way, he generally gathers all the information about a client that he can possibly get. This would allow him to create a well-defined data that uses those pieces of data because it helps them to stand apart from everyone else. Mark states that in this case an introductory email of his would say something like:

“Hey, I was doing some research on your company, and I noticed that your ad budget was roughly \$7,000 a month. You seem to be generating a lot of clicks from this. Have you ever considered what happens to all of those people who didn’t purchase?”

Using these pieces of data in your correspondence is going to make the business owner realize that you know a lot about their business. This is going to give the person confidence in your expertise and your ability to be thorough. For a call to action, Mark would refer them to where they could find out more, whether that would be a landing page or a video. Of course, you have an amazing AbandonX video that you can utilize for this.

In the email, Mark would also mention something like “What would an extra 10% do for your business?”, and then he would show them some data that he has put together based upon the numbers that he has seen. He says that’s one of the things he likes about SpyFu. The data on the site allows him to make a good calculation of what he could do for a business, and he can show this in his initial email. Then, he would follow up with a video or some other type of information that would allow the prospect to see how he can accomplish the goals he is setting forth.

Hot Prospector allows you to add as many groups as you like, and then when you add a group, the software also gives you the ability to add as many points of data as you want to. Most people would send out an email broadcast at this point. Mark and his team typically send out an auto-responder series. These emails would be sent out over a specific period of time. So, for example, today you could send out your initial email and then tomorrow you could send out a follow-up email saying "You know, I didn't hear from you. Did you get a chance to watch that video?" Three or four days later, you might follow up with some additional information.

Mark recommends that you continue marketing to them over a period of 10-14 days, and over that time, you'll want to send anywhere from 7-9 emails. He and his team have found this to work well in their business. He states that you're really not bothering them by doing this. A lot of these business owners or decision makers are busy just like you are. Mark admits that sometimes he has to receive two or three emails on an offer before they get his attention. It's not that he's interested, but he'll just put it off until later and then later never comes.

This is one of the coolest features of Hot Prospectors. It allows you to set up this whole series of templates so that you can continue to reach out to your prospects over time. This series of emails can do a lot of the selling for you, and by the time a prospect actually talks to you on the phone, they will already be sold.

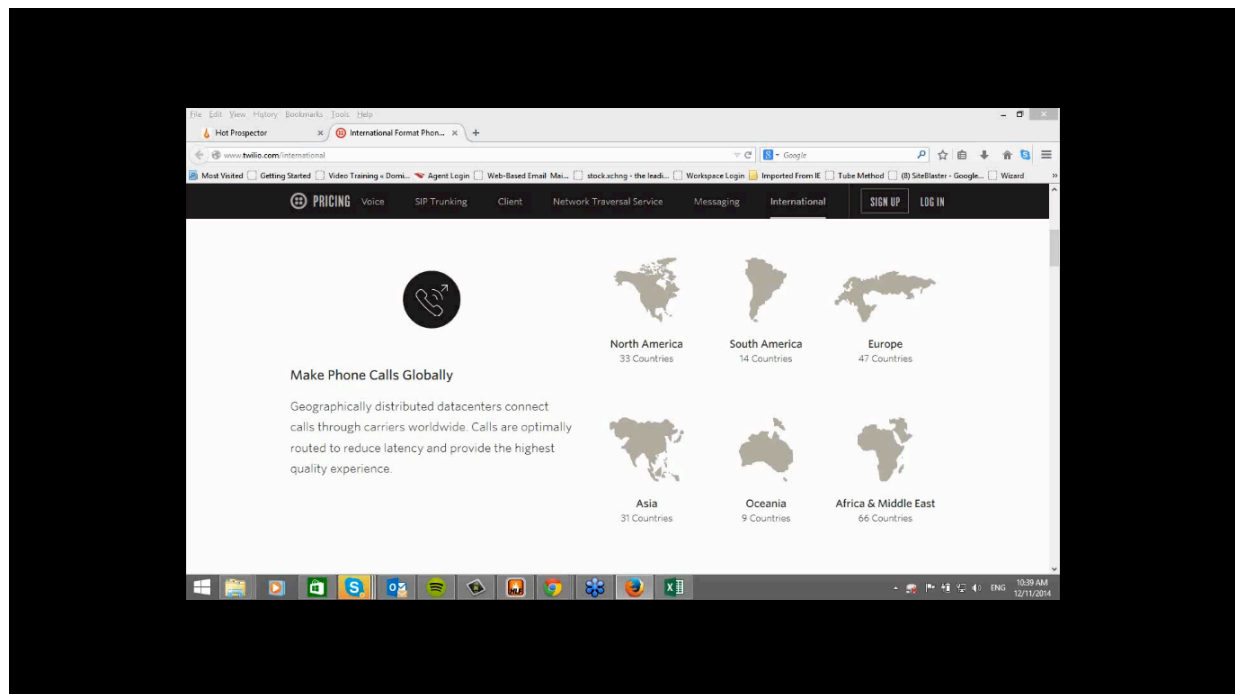
Typically, the next step in the process for Mark and his team is to send out a phone broadcast. This broadcast would send a message to the phone that would allow the prospect to press a button on their phone and be connected to you live. In other words, this would be an automated message that would say something like "Hi, this is Mark calling with Prospector. We have sent you a couple of emails regarding your shopping cart. We'd like to talk to you a little bit more when you get the chance. If you have time right now, please press '1'."

Another great thing about Hot Prospector is that it allows you to have everything in one place. You're doing this, and you have all of the data about that customer at your fingertips. So, if you are logged into your system and a phone call comes in, you'll have the customer's details right in front of you. You can look to see what their website is, how many clicks they have, and all of the other things that you sent out in that email handy. You also have the ability to mark those contacts with different statuses, which help you to stay organized and also fire off different campaigns.

There's no reason to get too technical, but this system allows Mark and his team to set up a lot of triggers. For instance, if he were on the phone with a woman named Sandra, and she asked him to call her back in a week, Mark might forget to do that. Even if he were to set it up on his calendar and follow through, that's really not enough. He knows that he should be following up

with her all throughout that week. This keeps your service or product on their mind, and that way when you do follow-up with them in a week, they will be ready to buy.

Speaking with Customers



Their system allows Mark and his team to set up a campaign so that when you schedule that phone call, they can also schedule several emails to go out over the course of that week. For instance, you can send out one that says “This is just a reminder that our appointment is coming up on Thursday.”, and then a few days later you could send out another one that says “I just wanted to make sure that you’re ready for the appointment we’ll be having. I decided to put this additional information together for you, which you can look over between now and then.” Finally, one more reminder might go out the day before the appointment.

A lot of calls are going to start coming in on their own, but Mark says that he never likes to leave anything up to chance. So, the next step in this process for him would be to start calling people directly. He suggests that you just reach out to them and say something like “Hey, a couple of days ago I sent you an email. I just wanted to follow-up and see if you had the opportunity to see that.”

At this point in the presentation, Barry asked if these calls were something that were easily outsourced because a lot of people aren’t comfortable talking on the phone. To this, Mark answered “Absolutely.” In fact, he stated that he just hired someone to do this for him. She lives in the Philippines, and he said that she speaks English very clearly and that very little of her own native accent comes through. She is also very smart, and she responds well to questions.

He is paying \$3.50 an hour to make these calls. He actually started out finding workers like this on oDesk, but he has found that if you are a good boss and always pay on time, they will refer you to all of their friends. One person could be connected to 20 or 30 people that you would potentially want to hire. All of their hires now are by referral, and the team currently has over 15 people in the Philippines on their team.

Typically, prospects will call Mark and he'll finalize everything by answering their questions. He says that even though he wishes everyone that he marketed to would just go to a website and put in their credit card information, there are always going to be people who want to talk to somebody. Therefore, he will usually just keep marketing to them until they pick up the phone and call.

Most of the time Mark gets questions like "How much is this going to cost me?" or "Can I get it in blue?" In other words, he gets the kind of questions that you'd want to hear, not a bunch of objections. That's because he's already positioned the offer in the emails, so these prospects know why they're calling. The great thing about marketing through email and over the phone, according to Mark, is that if you do it right, you can get people super-excited before they ever talk to you. The cool thing about this particular offer is that this is something that most business owners would typically be interested in anyway.

Towards the end of the presentation, Barry put Mark on the spot and asked him to run through a sales call example with him. The conversation went as follows:

Mark: Barry, this is Mark over at AbandonX. We've sent you a couple of emails regarding your online shopping cart. Do you have a couple of minutes to chat?

Barry: Yeah, I'm just calling you back. I'm interested. It's just that I've got some questions for you Mark.

Mark: Okay. Well, let me just ask you a few quick things. Are you the owner?

Barry: Yes.

Mark: Have you met your sales goal?

Barry: We're always looking to improve.

Mark: How far off were you from where your goals were this year versus last year?

Barry: Well, with The Recession, we've had a few tough months. We've dug ourselves out of a grave, and now we're ready to propel forward, so this year's

been awful, but last year was even worse. We're buying advertising, and we're looking to increase our sales.

Mark: What do you like best about what you're currently doing for advertising?

Barry: I've got a guy who is doing some Google advertising. He's brought some people in as a result of that, and I'm quite happy with it. It's not making me a ton of money, but it's a word of mouth kind of thing. I've got a regular business off of the Internet, but I'm also trying to sell some more stuff online.

Mark: Okay, so what would you say right now was more precious for you? Time or money?

Barry: Both.

Mark: Okay. If you had to narrow it down, which of those would you say is more of a commodity for you?

Barry: Money. If we had more money, I'd put more time in.

Mark: What's your sales amount on your product?

Barry: About \$1,000.

Mark: One thousand dollars per month?

Barry: It's a furniture shop. You know, we'll have people come back, on average, every six months or eight months. So, yes, about \$1,000, or something like that.

Mark: What's your average profit margin on that deal? 20%? 30%? 40%?

Barry: Twenty-five percent.

Mark: So, about \$250 is your margin on that?

Barry: Yes

Mark: If I were able to increase your profits by, let's say 30 or 40% over the next year, how do you think that would affect you personally?

Barry: That's exactly what I want to do. I just don't know if you guys can help me.

Mark: Well, we can definitely help you. Would that help your business or...

Barry: Absolutely. It would turn us into a profitable business yet again...for the first time in three years.

Mark: So, you say that it would be a profitable business again.

Barry: It would be the first time in three years that we would have a profit, or close to it at this point.

Mark: Okay. Here's what I want to do. If I could help you to do that and get you that lifestyle, would you be willing to part with \$97 to make that happen?

Barry: Of course I would.

Mark: I'm going to make that happen. Here's the thing. Our company, AbandonX, we specialize in helping businesses just like yourself, that aren't meeting their sales goals, get to the level that they're trying to get to and fast. See, a lot of the things that are happening in your business right now are happening because of all the hard work and time that you've put in, like you said. You're getting all of the traffic that you need, but there's just one small piece that's missing. That piece that's missing is something that we're going to be able to deliver for you on autopilot. Okay?

The way that this works is for \$97 we are going to deliver you \$500 of free customers over the next 30 days, and in order to do that, all we would need to do is get you quickly set up with a trial account...and we can do that with a Visa, Mastercard, or if you'd prefer, American Express. Which do you usually carry?

The questions that Mark asked during the conversation were meant to put the customer in the ownership seat. Also, he was asking them because he wanted to know more about the business. Even though someone is calling you, it's not like you can just expect them to pull out their credit card and buy. You still have to sell them a little bit, and according to Mark, the best way to sell anyone is to let them sell themselves.

The first thing you're going to want to know is whether or not you are talking to the person that makes the decisions. So, one of the first things Mark usually asks is whether they are the owner and if they have a partner. If they have a partner, you'll want to get them on the phone too. This way, you don't have to go over everything again with the partner. Plus, it's not really fair to hold a conversation with 50% of the company and leave the other person out.

Another thing you would want to ask is if the company has met their sales goals. That's because you need to know how anxious they are to make additional money. If they haven't met their sales goals, your next question should be "Why do you think that is?" Usually they will know and they will tell you. This all kind of gives you an idea of where that business owner is at.

The next thing that Mark asked was what the business owner liked about their current marketing plan. That's because he wanted to know what they were currently doing and where they thought things were working. He also wanted to know what he could help enhance.

Another question was "What's more precious to you? Time or Money?" Asking this will help you to figure out if someone has extra cash that they're willing to spend. In many cases, people will have no time and they will be willing to spend money to get help. On the other hand, they may not have that much money, and they are investing all the time that they have but barely getting by. Optimally, you'll want them to have more money than time.

You will also want to ask about their average sale amount so that you can get an idea of how much they are charging and how much they are making in profits. This will help you to quantify exactly what you can do for them. Again, if you have the company's stats on your computer while you're talking to them, this will help you to do that as well. Most of the time, Mark will say something like "If I can get you an extra four a month, at \$250 a sale, that's an extra \$1,000. Over a year, that would turn out to be \$48,000. If I can do that for your business, do you think that you could part with the \$97 to make that happen?"

Remember, if you can blast this many emails and phone calls out, that means that you can charge more and just work with the better clients that call in. Now, let's say that you can make \$200 for each person that sales up. You could pay that \$200 to a great sales person in the Philippines or otherwise. Even if you paid all of the set up fees to your sales person, you're still getting paid 40% by AbandonX.

You don't need to be a sales person to do this, nor would you need to be in order to train someone in the Philippines. You can find great sales people and allow them to keep a vast majority of the upfront profits for doing their job well, and you can still make a great amount of money with this system because doing this alone will allow you to get people signed up with AbandonX at a high rate of speed. This approach has been suggested by Barry, but Mark agrees very much with this. He states:

"You may have heard the phrase 'Selling ice to Eskimos'. You never want to be in that position. You are selling something that people really need. No joke. This question is at the top of my mind all of the time. I have a shopping cart, and I know the pain that people who sell stuff online go through. You work so hard and you spend so much money to try to bring traffic to

your site, and you're going to miss sales regardless...you're going to lose people regardless. So, you need to have a system in place to take those people who would have normally never come back and bring them back. This is awesome."

The goal here is to get the phone to ring, whether it's your phone or your outsourcer's. Another thing that you're going to do is up the sale. Your sales person will know the different price points because you'll explain the opportunity to them. If you can do this, the sky is the limit in terms of profits. It's all cash that you don't really even have to work for. You've simply got the commissions, and you've got the right to pick up more on the backend. The really beauty of this is that it can all be completely automated for you.

A lot of people in this training already have Hot Prospector. If you don't, and if you need it, don't go looking online for it because it's quite expensive. Barry found that his link to the software is still valid, and he will provide you with that link, if want it, so that you can get it at a cheaper price as a member of this training. Do not think for one second that you have to purchase this software to make it big with AbandonX though. You don't. It's just another system or strategy that you can use to sell the product in a better or more productive manner.

You've got something that's monumentally easy to sell. You're picking up 40% of all the credit, and you're able to do this in your own fashion. Hopefully, this training session and the last has open up the doors to some ideas and possibilities for you. Also, keep in mind that you are not restricted as to where in the world you want to market to. As always the main thing is that you get out there and start taking action, however you choose to do so.

Questions & Answers

If I had 1,000 leads, how much would it cost me to send out that voice broadcast?

The voice broadcast is like \$0.02 a minute. Considering that you'd have about a 75% answer rate in most cases, this would cost you about \$14 all in all. Again, Mark advises that you send out a series of emails and follow up with a phone call or two. He gets a response rate of about 10% this way. That would be about 100 phone calls, and Mark even states that this would probably be a modest number. A lot of this is going to depend on what you're offering and the message itself, and you've got a really good offer and the data to back it up.

Mark, if you have 100 people calling you, how do you handle that?

Mark says that he actually charges more. That way, he doesn't receive so many calls back and his profit margins are higher. When people call him, he makes it quick and to the point. He lets his prospects know that he's not the cheapest guy to go with but that he's the best, basically. He also asks certain questions to ensure that they are looking for high quality and not the cheapest option. If they are still interested, then he takes them through the sales process. This way, you have lots of prospective clients to talk to, but you're only talking to the ones that are qualified and willing to invest.

Can you configure your emails so that they come from a certain domain?

Hot Prospect actually allows you to set up multiple email accounts. Let's say that you have a Yahoo account or a Gmail account. Some of these types of accounts will have restrictions on the number of emails you can send out per hour or per day. For instance, Gmail has a limit of 500 emails per day. This system allows you not only to set up multiple accounts, but to set up per-day limits on those accounts. So, what you could do is set up several different gmail accounts, and then set your limit to 500. That way, when you send out 500, the auto-responder will automatically start using the next account.

Are there any restriction to the locations that you call from or to with Hot Prospector?

No. The system works all around the world, and you can call anywhere in the world.