

Exclusive AbandonX Training:

Session #4 – Mega Upsell Opportunities

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Introduction



EXCLUSIVE ABANDONX TRAINING

Session #4: AbandonX Mega Upsell Opportunities

Welcome back to the AbandonX training series! This lesson is on mega upsell opportunities. If there's anything that you need to learn very quickly in marketing, it's that "you only make as much money as your upsell." It's nice to make a little bit of money on the frontend, but there are going to be costs involved in bringing your customers in the front door. You need to learn how to maximize how much money you're making per customer. A number of different strategies for this will be shared in this training. Before we begin, take note that if you are having any issues logging in, accessing the training or anything like that, you can email Support@ReallySuccessful.com.

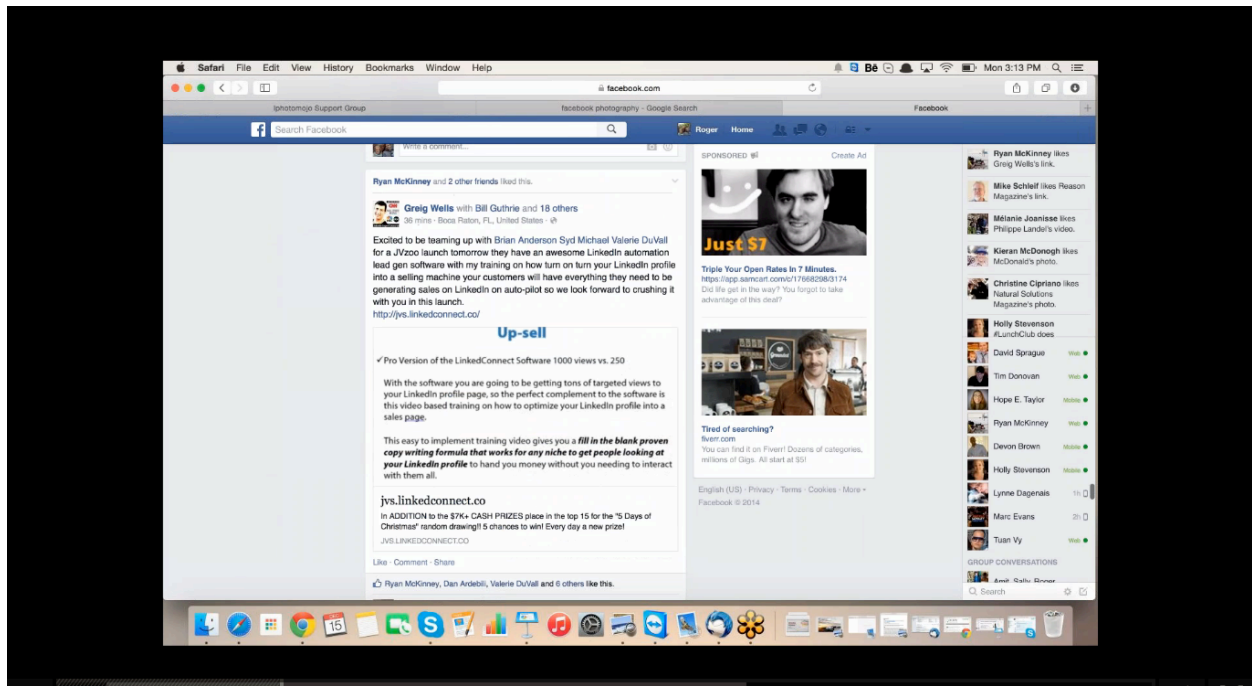
In the first session, you were shown how to go about finding and reaching the lowest hanging fruit. In the second session, you were shown how to scale up. In Session #3, Mark Helton joined in, and he and Barry showed you an incredible prospecting strategy that will make your phone ring off the hook. A number of upsell opportunities will be shared with you in this lesson. There's no reason why you shouldn't be bringing prospects into the system, and in this lesson, you're going to learn about some of the benefits of doing so.

Once a client is signed up for this cart abandonment service, they are prime candidates for two other services that you can make any more money with. You'll learn more about these services further on in the lesson. First, take a moment to think about where you are in the process of promoting this service. Have you taken action at all yet? Have you sent out any emails to any

businesses? Have you been using the local papers, yellow pages, prospect, or even hot prospector to reach out to potential clients? If you are bringing people into the system, you are setting yourself up for a massive amount of success.

If you are sending out emails and not getting any responses, please send Barry the template of the email you're sending out and let him know where you are getting your email addresses from. Those are the only two things that you could be getting wrong, and sometimes the problem can be in the combination of the two. You have to send the right email to the right contact. Sometimes, when you're contacting more sophisticated prospects, you'll have to change your emails up a bit. Keep in mind that very small changes can make a big impact. For instance, one of the members of this training had a 60% open rate but no responses. This can probably be fixed with one or two small changes to his email.

Taking Your Prospect to the Next Level



Anyone that is signing up with AbandonX is looking to generate more sales and increase their profits. Our goal is very simple. It is to help them maximize that desire with the minimum amount of work possible. You have to remember, you're not trying to sell the moon. They want more customers, and they're losing money because they don't have a customer acquisition system on their checkout pages that make sure that they can reach out and reengage their potential clients so that they don't lose them.

Once they are in that system, they are in the mindset you want them to be in. This person is now a very valuable lead, and you can show them other valuable things that may help them to achieve more. The important thing is that you understand that their mindset is that they are missing out and leaving money on the table. Cart abandonment isn't the only way that they are losing money though, and if you approach them with other tactics for making more, they will likely be responsive.

There are two ways that you can keep your client enticed. First of all, you can set them up with a Facebook group. Secondly, you can set up a retargeting campaign for them. You are going to be shown how all of this fits together throughout the session. Let's look at these strategies in a little more depth.

According to Roger and Barry, Facebook groups are the thing that's working best right now. Roger states that about a year and a half or two years ago, Facebook advocated that people should set up Facebook fan pages. They got people to spend tons of money marketing these pages, and everyone was happy because they were getting a ton of engagement. You would get a ton of responses from your fans and things like that as well. Not long ago, Facebook kind of took the rug out from under people though. The site pretty much sent the message "Now that you have built these massive audiences, we want you to pay if you want to speak to them." That really put a damper on things for a lot of businesses.

Facebook groups are actually 100 times better than Facebook pages. One of the things that you want to do after people check out, you need to take them to the next stage, which is for them to join a group or community that you have created. They have done this in a lot of niches, and one of the best types of niches to do so in is a market where people buy a lot of products and they are very passionate about the niche, such as in the dog market. These Facebook groups are amazing, and this works very well.

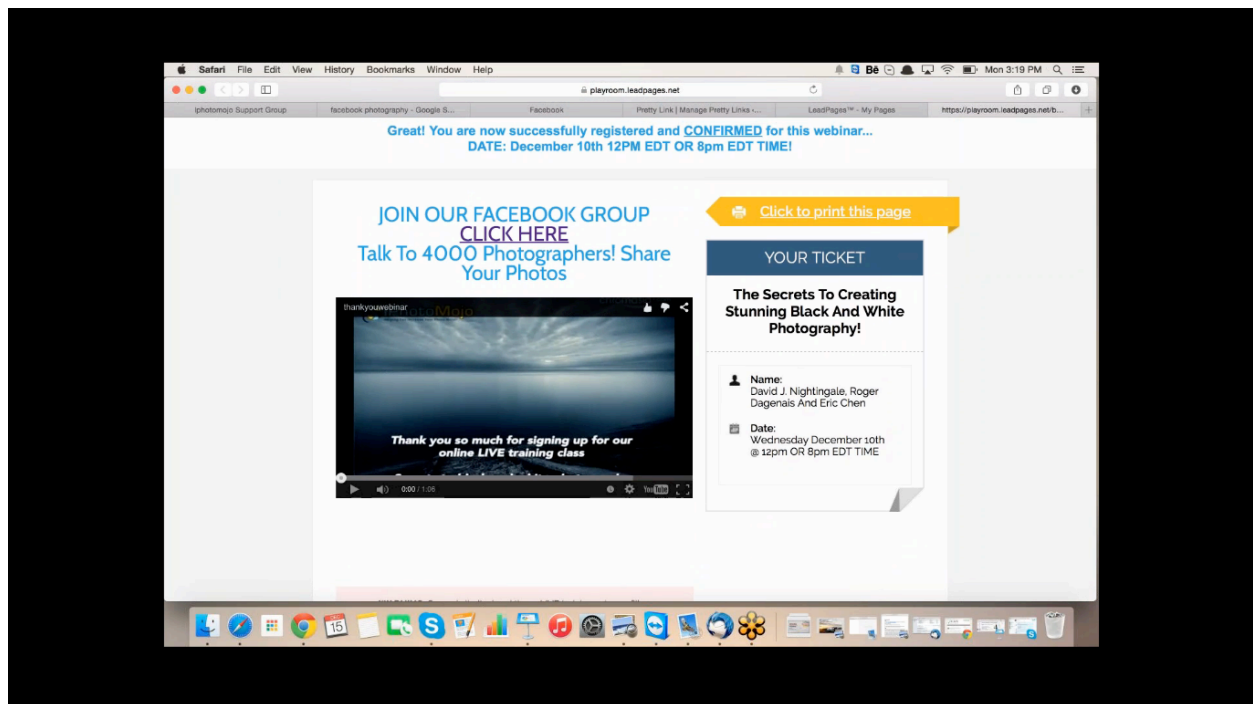
When you send a message through a Facebook group, versus sending an email to the same people, the response rate is typically a lot better. Imagine being on Facebook, and you keep seeing a company's name over and over in your newsfeed. In other words, they've got a very active group, so you're seeing their stuff coming through constantly. This is going to catch your attention and make you want to engage more.

Roger's newsfeed is shown above. If you were to scroll through this newsfeed, you would notice that a name of a particular group keeps coming up. The reason this keep showing up is because it's a very active group. It's essentially free advertising for a group when it shows up in people's news feeds many, many times a day. Now, the group in Roger's newsfeed actually became too much; so much so, in fact, that Roger asked Facebook to stop these notifications. He says that he couldn't even look at his Facebook page because the group was taking over the newsfeed.

Roger only has around 5,000 members in his group. So, it's not like he has 40,000 members. Still, if you had 5,000 Facebook likes, you would get nothing out of it. He estimates that a group his size has the amount of engagement a Facebook fan page with 300,000 members would have. There are posts on his page that have generated over 300 comments. During his presentation, Roger pointed out that one of his posts, which was only up for about four hours, got 70 comments. Another was only up for seventeen hours and got 135 likes and 30 comments. Again, Roger points out that you can't get this kind of interaction unless you have a Facebook group.

If you want to take your customers to the next level, you'll want to create a Facebook group for the business of your customer and its community. Then, you can start managing it and charging a monthly fee for the service. If the customers to this business keep seeing the business' name in their newsfeed over and over, they will become responsive. Roger says that when he sends an email out to his list, which contains about 10,000 contacts, he gets an open rate of about 40%. The reason for that, he says, is that 40-50% of his email list is in his group.

Roger recently sent out an email, and he got 655 clicks. Then, he sent something out to the Facebook group, and he got 1,224 clicks. When he talked about this, he reiterated that he would not have gotten this many clicks through a Facebook fan page. "Not in a million years, unless I would have spent \$400-\$700, if not more.", he states. With his fan page, as compared to his email targeting, he has gotten twice as many clicks even though his email list is twice as big. That means that messaging his Facebook group is four times more powerful than simply sending out an email, in Roger's case anyway.



Above you'll find a 'Thank You' page of Roger's, and you may notice that in the headline he invites people to join his Facebook group. This was created for a photography company, and when people join, they will have the opportunity to connect with other photographers. When a person clicks on the 'Click Here' link on this page, they are sent directly to the group, where they can join. Basically, to make the link, you would copy the URL to your group and create a hyperlink on your 'Thank You' page that leads to it. You can do this for any niche under the sun.

How do you create a Facebook group? When you log into Facebook on your computer, you will find that you have all sorts of options over on the left-hand side. One of them is 'Create a Group'. Click on this, and a window will appear. The first thing that you will be able to do inside this window is name your new group. Let's say that you are doing this for a dog company that you got set up with AbandonX, so you name it "Dog Lovers Group". Next, you will want to choose the option to make it a 'Closed' group. A closed group allows anyone to find the group and see who is in it. A 'Public' group, on the other hand, anyone can see the group, who is posting, and all of those sorts of things.

You can also set up your group to be 'Secret' if you like. You should only set up this sort of group if you have a big community, and if you do, people will only see the group if they click on the link. If you were to make your group 'Public', you wouldn't get as much of a reach. Isn't that funny? According to Roger, this is because Facebook thinks closed or secret books are better since people have to be asked to join the group. You can add members from your own friends list if you want, but you don't have to. Then, when you're done, click on the 'Create' group button at the bottom of the window. After that, your group will have been created.

Again, this is an additional service you are going to provide your clients to help them get more sales. Remember, this group is going to be for their business. You'll be able to send out discounts, start contests, and let their audience know about specials they are running through this group, as well as do many other things to engage their customers.

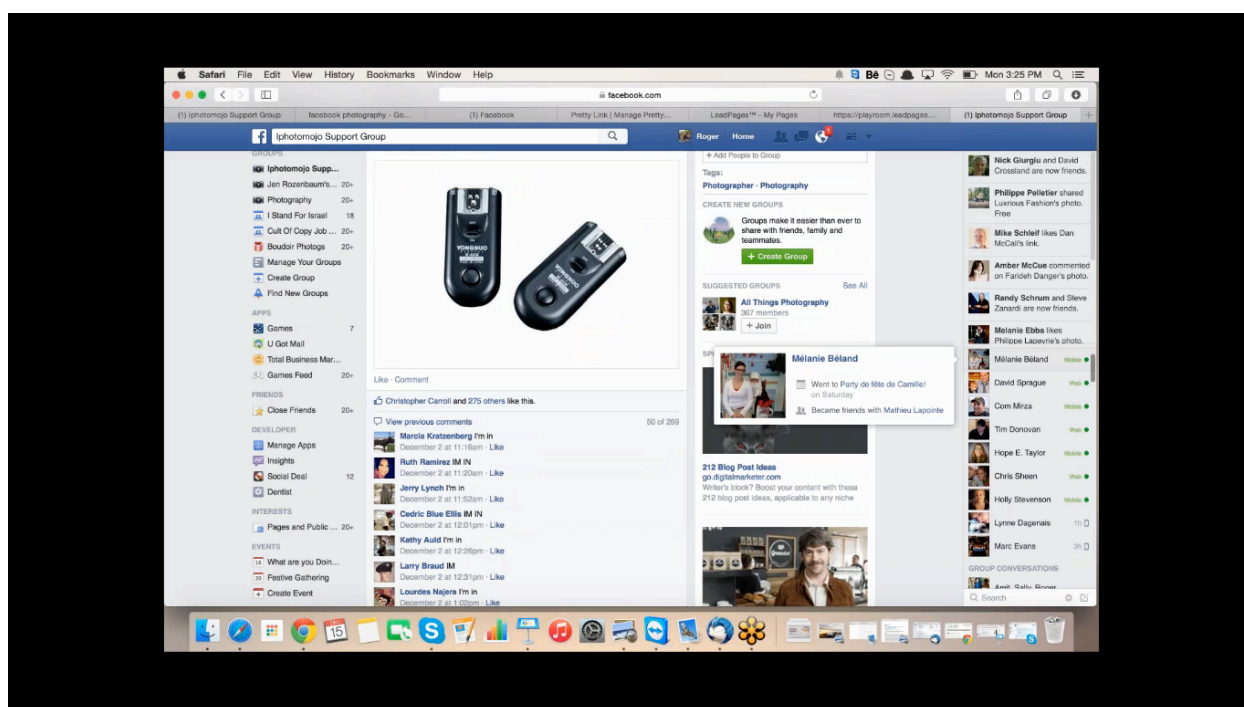
The group can also be about something in the business' niche if you don't want it to be about a business. For example, if you are working for a camera company, you might want to start a group for photographers. That way, you can promote cameras within that group to an interested audience. This is a very simple thing to do which doesn't take up very much of your time, but since your client can't do this, or doesn't have time to, you can often charge quite a bit for servicing a company in this way.

If you can get people to be engaged in a group, they will create their own content and you won't have to. Whenever this content goes out to people's newsfeed, it's always going to have the group's name or the name of the company you are serving on it. Roger points out that if the members of a group see a certain company's name all of the time, they don't hesitate to open emails up that come from that business. That's a great way to build a better brand for a business.

Roger highly recommends that you create a 'Closed' group instead of a 'Secret' one. The reason is that when it is just closed, people can still share it. That gives it a chance to go viral. You can't do that with a closed group because people can't share the link and those sorts of things. So, create closed groups and you should have a lot of success, especially if you're

dealing with companies that sell a lot of stuff. When you work with a company that sells a lot of things, it's easy to get your group to grow swiftly. Roger also advises that you place a link to the company's group in the emails, asking them to join. This will help your group to grow extremely fast too. Sometimes it can take a bit of work to get people in there, but once they're in they tend to stay. Keep in mind that this is free, so you don't have to pay Facebook to gather a large audience.

Now back to the psychology of all of this. You're working with clients that have shown an interest in recapturing lost prospects. You can say "Hey, you want more clients? How about clients that come back again and again? I have a killer way to help you do that using the power of social media." There's just a synergy between doing that for them and help them recover customers with AbandonX. It's naturally the next step in the process, and that's why this is so powerful.



Look at the screenshot above. The post being shown is from a contest that Rodger and associates of his ran. They had 269 people join, and there were 275 likes. The people that joined had to share the page with their friends, family, etc, which brought in a 1,000 or so free leads. Once you get going, you can host these kinds of things for business owners and make a pretty hefty penny. No one is really talking about these kinds of things or testing them out. This particular strategy works extremely well and has a powerful affect. This not only will get you more customers, but it's a great way to get customers back as well. It's also a cheap way to get in front of customers and stay there.

The easiest way to get people to sign up is through a 'Thank You' page. Your client makes sales to its clients, and once they make a sale there will be a 'Thank You' page. Have the client let you make one for them or place a link in it that leads people into the Facebook group you have made for the business. That way, when a person makes a purchase from your client's business, they will sign up to the Facebook group, where you can stay in touch and continue to market to them. Put the link to this group in any email that go out to their list as well so that you can get more people in the group.

Remember, Facebook groups messages get better conversions than messages that are sent through email in most cases. So, you want these customers in the group so that they interact more, you can build more rapport with them, and they are more responsive. Now, that doesn't mean that you should stop emailing the list though. Combining this Facebook Group marketing with the act of promoting to your list is three times more effective; at least, this is what Roger and Barry have seen over the years. You want these customers to see your clients all over the place including in their email, on Facebook, and anywhere else possible.

Again, you can get your clients a lot more sales with this strategy, and you have every right to charge them a large monthly retainer for doing so. Keep in mind, groups are much more powerful than many other ways you may go about advertising. This strategy is 100 times more powerful than just about any other marketing method you might use.

Don't forget that you can do this in multiple ways. For instance, you can charge them a setup fee for setting all of this up for them. You could charge them a monthly retainer as well for managing the Facebook group. In some cases, you can even charge a percentage of the new sales coming in. If you do this, it may be worth waving the setup and retainer fees. What you do really depends on the type of client you have, the type of business your representing, and the niche you product is in.

In addition, the way the client's cart is set up makes a difference. If a business has a cart with an affiliate program, Roger recommends just taking a percentage of sales and waving the other fees, and if they don't, just charge them a monthly fee for managing their social media. The retainer that you should charge would be based on the size of the group because the bigger the group, the more you'll have to work to manage that group. You might have a set rate for the first 1,000 fans, and then add onto the price you charge with every 1,000 that join the group. For instance, you might charge a flat rate of \$200 a month, and then add on another \$100 every time 1,000 more people join the group.

Based on this strategy, you could be making \$500, \$600, or even more a month just by managing a Facebook group. Now, there is a little bit of work involved in doing so. For instance, you'll need to manage promotions and things of that nature. However, just to put all

of this in perspective, let's say that you had a group of 5,000 for an online furniture shop. Once or twice a day, you would log into it and start asking different types of questions to the group in order to get the group talking and interacting. Then, you might run a couple of contests each month just to shake up the group a bit. The main reason that you would do this is because the more often people see the company's name or brand in their newsfeed, the more likely they are to click on the 'Open' button when you send out an email and the more willing they will be to buy.

One or two posts a day comes out to about four minutes of work. You might need to respond to a couple of people while you're at it too. When you set up your contest, you might choose to give away something. That might involve a bit of an investment on your part, but as you saw in the previous example, Roger gave away a fairly inexpensive prize, valued around \$40, and the group went haywire with like, shares, and comments. So, compared to what you're going to be making, you don't have to invest much money at all.

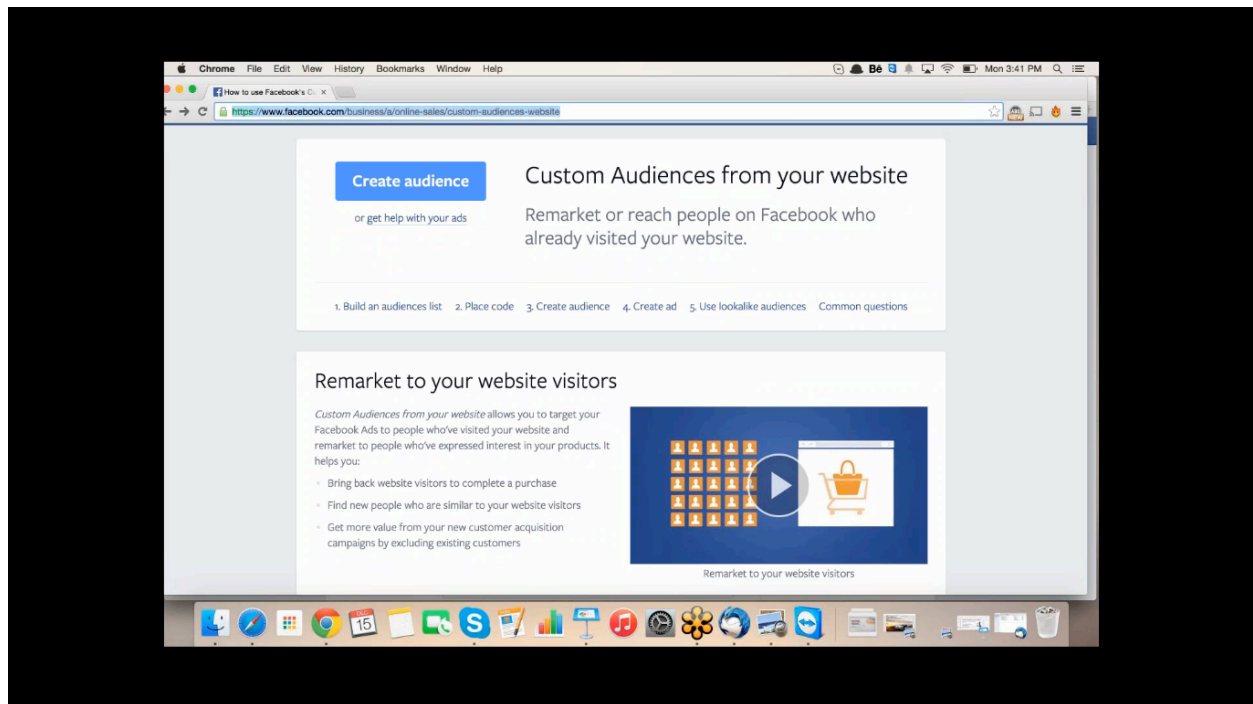
If a prospect goes to purchase but abandons their cart, you can follow up with them through AbandonX. Even if they don't buy, you might be able to get them to join the group at least. This is a huge opportunity to maximize the sales of your clients. Once you get them in the group, you can rev them up and build trust with them. All of the sudden, you have a much better chance on getting them to buy.

Now, let's talk about Strategy #2, which is retargeting. AbandonX already remarkets lost clients via email. Facebook retargeting is a little different. In this case, you'll be dropping a pixel, like a cookie, on someone's website. So, let's say that you went to a checkout page. There will be a code on that page that will drop a cookie or a little piece of code on your computer. If you are logged into Facebook (which most people are all day long) Facebook will know that you were on that checkout page.

Here's an example. Let's say that you were to visit a pet website, and you started to buy some dog food from it but you couldn't find your credit card. So, you leave the checkout page. The sale would usually end there. If the site uses AbandonX, you would receive emails trying to get you to come back and buy, but let's say that you ignored these emails. The next time you log into Facebook, you'll also see ads for the product that you almost ordered. Facebook allows you to create ads like this that retargets users that are on your site. You could even create an ad that says "Hey, you forgot your dog food! Click here to return to the checkout page."

You could actually create a pixel or a code for every single product your customer has, and every time you do that, you can charge a fee. Roger generally charges \$99 just to set up this pixel for his clients. So, you could make some excellent money this way, especially when you

combine this strategy with using AbandonX, and of course, this will do a lot for your customer as well.



So, how do you go about getting this pixel? Well, to begin, you'll need a Facebook account. Then, you can log into your Facebook account and start a Facebook Ads account. You can do so by going to Facebook.com/Advertising. After that, you'll be presented a number of options. Roger recommends choosing 'Send People to Your Website'. Facebook will then allow you to enter in a URL, and you will want to enter in the URL to the checkout page that you want the prospect to return to. Then, you'll be able to create a custom audience for your site. You can set this audience up so that you are targeting people that go to the check out page and don't buy.

You're going to go to the 'Ads Manager', click on 'Audience', and create this custom audience. This is going to be a custom audience from your website. You will reach the shown page above, and when you click on the 'Custom Audience', Facebook will take you through the process step-by-step. After you go through the steps to follow, Facebook gives you a code that's going to go onto the checkout page of the site. This code drops a piece of code onto the visitor's computer, which will allow you to market them through Facebook again. This isn't difficult at all, and Facebook provides very clear instructions on how to do so. Then, you'd go on to create and ad to retarget your audience with.

There is another code that you can place to track the amount of sales that actually came about through your retargeting. Let's say that the data shows that you have made your client \$7,000

in one month. If your cut is 10%, that's \$700. This is a pretty good chunk of money to make just off of setting up a code and creating an ad. The process is a little bit technical, but again, there are step-by-step instructions on how to do so on Facebook. If you have ever created a Facebook ad, it's the same process. You're just creating an audience like you normally would. It's just this time you'll be receiving a piece of code to put on your site.

The process is to sign a client up with AbandonX. After that, you move on to asking them if they would like to make more sales. There are two different ways you can do this for them. The first is by setting up a Facebook group for their business, and the second is by retargeting their customers through Facebook. Both of these are natural next steps for both you and your client, and offering these services will not only allow you to increase your customer's sales immensely, it will allow you to really 'sweep the floor' in terms of the money that you can make.

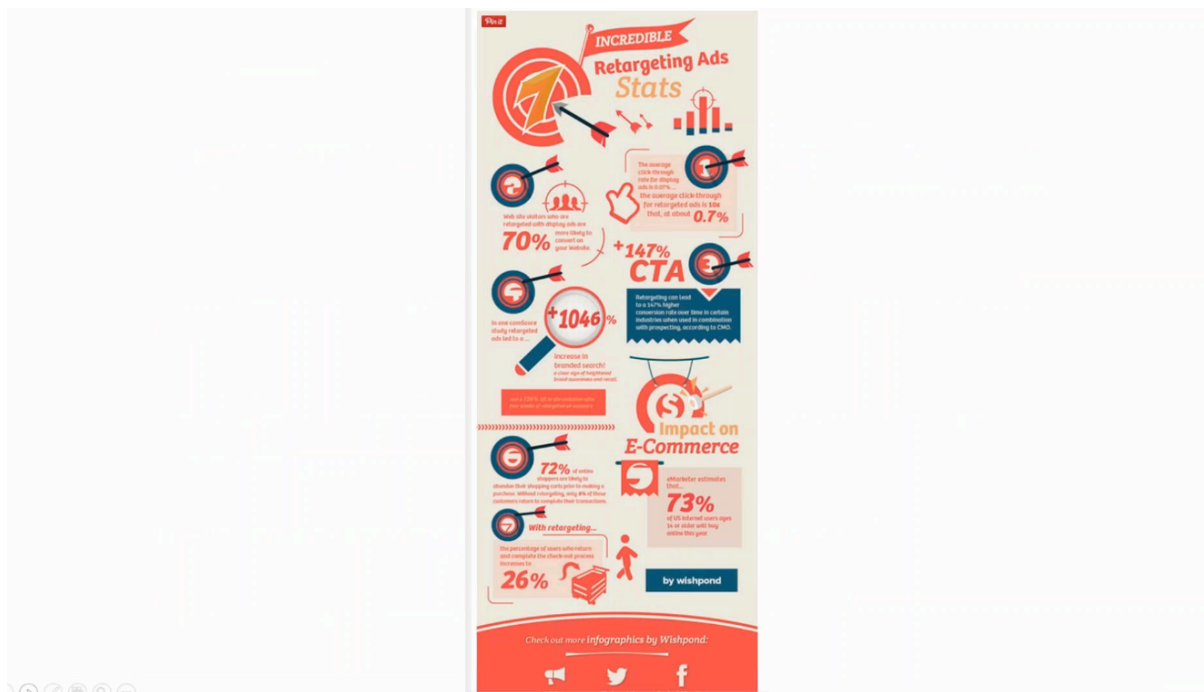
Why is this so powerful? It's easy to set up, and it's cheap. Keep in mind that, on average, a prospect only responds after seeing a message from a company seven times. So, the customer goes to your client's site and inquires about purchasing something, but somehow they end up not buying for some reason. You continue marketing to them through email via the AbandonX system and retargeting them through Facebook. It's the combination of all these things put together that actually creates the sale. Bear that in mind. Also, when a prospect sees a company's name everywhere they go, even the smallest business seems like a corporation in that prospect's mind. The simple fact of the matter is that the more visible your client's business is, the more sales you're going to generate.

You can charge your client a set up fee and a monthly retainer, and/or get paid a percentage of all the additional sales you make for them. Up until just a few months ago, Barry and his team did not focus on retargeting at all. This is a damning admission for Barry because he knows he left a ton of money on the table. He says that if someone had reached out to him and said "Hey, why aren't you retargeting? I will take care of all the retargeting for you. All I'm asking for is a percentage of the sales this generates for you.", he would have jumped at it.

Barry says that most people aren't retargeting, and he thinks that should be a criminal offense. This is low-hanging fruit when you combine this with the AbandonX system because the clients you are dealing with have already shown themselves to be interested in bringing in more sales. You have to realize that retargeting through Facebook is fairly new, and a lot of people haven't really caught on to it. This opens up an opportunity for you. It's just being one of the first people to bring pay-per-click advertising to businesses back in 1995. Those businesses ate it all up back then, and a lot of people made a ton of money. This is essentially the same thing.

The results that can come about from retargeting are astonishing. Here are some stats that you should know about:

- According to a comScore study, retargeting ads led to a 1046% increase in branded searches and a 726% lift in site visitation after four weeks of retargeted ad exposure. The study concluded that this is a clear sign of heightened brand awareness and recall.
- With retargeting, the percentage of users who return and complete the check-out process increased to 26%.
- Sixty-eight percent of marketing agencies and forty-nine percent of brands are moving dollars from traditional display advertising and retargeting.
- Sixty-seven percent of advertisers are now using Facebook's FBX exchange for retargeting.
- Thirty-eight percent of online advertisers have tried Twitter's Tailored Audience exchange.



Some of these statistics are shown in the screenshot above. You can do a Google search and find many other statistics that show the promise that retargeting brings. You really couldn't have found a better time in history to begin offering services such as these. By combining these three strategies and offering it to this particular group of clients who are desperately looking for more sales, you certainly have the opportunity to make a great amount of money.

The Next Vital Steps

HERE ARE THE NEXT VITAL STEPS...

It all comes down to you sending out messages either manually or using the incredible power of hot prospector...

By taking these basic steps, your ability to make a ton on the backend is HUGE

Once you get prospects signed up with AbandonX, you'll have the ability to upsell them, downsell them, cross sell them, side-sell them, etc. This really can open the door to a tremendous number of options for you. The bottom line is that it would actually be difficult to fail making additional sales for an online company when you retarget the prospects that didn't complete a purchase. Plus, when you create a group and an email list out of a company's customers, their sales are going to grow exponentially over time, and you are pretty much insuring a solid future for that business.

There are some steps that you need to take to make this sort of thing happen. You'll need to start sending out messages either manually or through the incredibly powerful Hot Prospector program. You need to get prospects added to the AbandonX system, and then you need to follow up with them. When you set them up with a Facebook group and a retargeting system, the opportunity to make a ton of money with your new customer is humongous. All you really need to do in order to accomplish this is to send out some simple messages and making sure that you hold to any promises that you make.

If you are not having a tremendous amount of success pulling in prospects and signing them up with AbandonX, Barry is going to hold an extra session to help ensure that you do. He understands that overcoming this initial step is incredibly important, and he wants you to know

that he is not oblivious to the fact that this is the hardest part of the process. He does promise, however, that working through this and getting good at it is going to be more than worthwhile. The rest of the process will take a little bit of work to get down, but once you do so, it will become second nature as you slam more and more people into AbandonX.

For most of the members of this program, there's just one thing in the way. You have to get enough members into AbandonX to get a decent start. Barry and Roger understand that this can be a struggle for many people when they are starting out. These men are going to offer some extra training to help you do so because they feel that after you get past this particular point, there will be no limit to what you can do.

Some people say "The first step is always the hardest.", and that's absolutely true. It would be a tragedy for you to make it this far in the training and give up just because your email needs to be reconstructed a little bit so that it will convert better or because you're simply having trouble finding enough prospects to mail out to. If you can just get people's attention, you have one of the simplest offers in history to sell. You are offering them \$500 just for trying something out. That's better than free; that's profit. After you get them signed up, you have the ability to make insane amounts of money just by offering some simple services that are really quite easy to implement and manage.

You have been provided a template for your emails, but you may have to tweak the message a bit to make it work better, depending on what the situation is. The difference between the successful group and the less successful one in this training seems to come down to whether or not a member is tweaking their message. So, Barry is going to focus on this in a future training.

While you wait on the training on tweaking your emails to come about, keep mailing out. It's better to send out emails that are halfway converting than to send out none at all. Before doing so, do your best to think about what it is in your message that might not be working and tweak it a bit. You might even try sending out two or three different versions to see what works best. This is going to take some work and tie up some of your time, but the responses that you get will end up being extremely valuable to you if you just follow the advice given to you in this lesson.

You aren't being given 187 different tasks. You are only really being given two real tasks at the moment. That is finding the right prospects and emailing them a message. This message has even been written out for you; all you have to do is tweak it a bit in order to get people to respond to it. If you're not getting responses, you might feel like you're never going to get this right, but the truth is that you're not far from reaching your goal. Don't give up. Again, there will be training where what's working or not working will be analyzed. Keep trying in the

meantime though. That way, the group can have a more intelligent conversation when this training is held.

It could be that this is just a numbers game, and the people who haven't been finding success with this system simply aren't sending out enough emails. Instead of sending out 30, you might need to send out 100 to get 3 or 4 people signed up. This aspect will be examined when this extra session occurs as well. For now, just continue mailing out, and you will soon receive an email outlining when this extra session is going to take place. Barry and Roger don't want anyone being left behind or not receiving the help they need.

What you have to realize is that if you have been following the training you're almost all of the way there and there might just be some simple change that needs to take place in order for you to get the rest of the way through it. Any way about it, giving up after you come this far would be completely ridiculous. Keep trying your best to test out what you're doing on your end, and don't stop sending out your emails. When you find something that works, stick with it. Then, let Barry and the rest of the members know about it in this extra session because it might be something of value to the rest of the group.

Questions & Answers

When you open up a group, do you have to manage it and control the comments?

You want to push for interaction and work to ensure you keep a very positive environment. A big part of this is simply making sure that you are working with decent clients. You don't want to work with a bunch of scammers. If you have a good client with good products, and you set the right tone in the group, you really shouldn't have much of a problem aside from a negative comment now and then.

Roger's photography Facebook group is selling really well, but there is a positive buzz inside of the group that happens continuously. A lot of this occurs naturally, but you do need to maintain a certain amount of control. This might come down to getting rid of trouble people that are having issues.

Are there any specific industries that are better to target than others?

Barry intends on covering this in detail within a future session, but he asks that you help keep him reminded to do so.

Do you think we should outsource the management of the Facebook group?

It's probably best that you stay hands on when it comes to this stuff because you want to make sure that what you're promising is being handled well. It takes a personal touch to keep customers happy, and since you only have to send out a couple of messages a day, that really shouldn't be too much work for you to do personally.