

Exclusive AbandonX Training:

Session #5 – The Pow Wow Session

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Introduction



Thank you for joining in on this bonus powwow session! You have such a great opportunity to provide businesses with something that they need to have. It really is criminal for you not to get out there and start closing deals. The offer is just that powerful.

Also, thank you for the great feedback you have been providing, and congratulations to those who are getting results. There are people who have had some initial issues when it comes to closing deals. These are the people that this particular training is directed towards. If need be, another session will be held to help you accomplish your goals.

In this lesson, you'll learn some simple strategies that you can use to begin landing initial deals from scratch. Let's explore where you might be having issues. It's likely that there are commonalities between you and others when it comes to the issues you might be having. So, this training is meant to identify what those may be so that they can be dealt with, and hopefully, everyone can start getting positive results.

The first thing that you need to realize is that timing is something that's critical in marketing. You want to make good offers at the right time. You don't want to make the right offer at the wrong time, and vice versa. Either way, it's not going to work. What that means is that the message that you will be sending out to your prospects is going to depend on the timing involved. For instance, the message that you send out to ecommerce businesses prior to the

holidays would not be the same as the one you would send out after the holidays. Sometimes a small change can make a big difference, however.

Over the next couple of months, you have an incredible opportunity ahead. By that time, the New Year will have come and gone. This is a time when businesses are going to recognize that they left a lot of money on the table, more than any other time throughout the year. They did miss the boat, but this is equally as powerful because a lot of times people just don't have time to think about these sorts of things just prior to the holidays. The reality is that during the Holiday Season people are busy.

It can be very profitable to go after businesses before the Holidays, but there are also some negative aspects of this. A lot of you didn't get as many responses as you would have like to have had. That's okay though. A great time to go after businesses is after the holiday rush calms down. People are starting a new year, and they want to get off to a fresh start. Here you come along offering to them the opportunity to recoup some of the lost sales they have had, and that's why this is a fantastic time to market to these businesses.

A number of the people who joined this powwow session live were new to AbandonX. If this is true for you, go through the training and take the action steps. This particular lesson will be help for you at this point, even if you have not gone through the rest of the training yet. However, this is specifically meant for people who have gone through the training, have taken action, but may not have gotten the success that they would have liked. Hopefully, you can tell that the trainers in this course are here for you and will do their best to provide you with what you need.

Sending Your Messages

Step #1: Locate Prospects

"Success depends upon previous preparation, and without such preparation there is sure to be failure."

[Confucius](#)



Again, the beginning of the New Year is the absolute prime time to start sending out these messages. So, let's get into the steps that you need to take to start landing these deals. There are a number of different ways that you can go about locating prospects. First of all, you can use the Prospectorx tool that's located in the AbandonX member's area. You can also find potential customers in the Yellow Pages or through local papers.

You are looking for businesses that are advertising a website, first and foremost. As you find them, write them down and take note of them. Small local businesses and "mom and pop" businesses should be your prime targets, as they are the most unlikely to have a cart abandonment system in place. This is your opportunity to set them up with one and make money with the AbandonX system.

Now, a number of people have admitted that they haven't yet taken this step. In fact, about 50 of the members who had not found success in the training had also not taken this step. In the screenshot above, you'll find a quote from Confucius that states "Success depends upon previous preparation, and without such preparation there is sure to be failure." Without the preparation of success, or taking the elementary steps for being successful, you are doomed to failure. In this case, those steps include gathering together a list of these types of companies.

The best way, honestly, to gather a list is to use Prospectorx. This is a fantastic tool that is free for you to use both now and in the future. Once you have gathered this information, start

sending out messages. You have to send out these messages in order to get results with this system too. If you do not start taking action, this system can't work for you. If you have not taken these steps, then commit to doing so right now. Otherwise, nothing Barry or Roger say will help you out in the least.

About 50% of the problem is that nearly half of the members that were present for this powwow had not taken action at all, but they have now agreed to do so. However, that left about 50% of the audience who have taken these initial steps. So, what might be the problem with these people's campaigns? Reason would lead one to believe that it's because they need to tweak something about their messages.

You have to understand that there is a psychology behind the way that Barry and Roger write their messages, and you can find certain elements of this in the examples you have been given. However, it's understandable that some of you may have had to change up some of these messages to better fit the prospect you were targeting. In doing so, you might have shuffled up the message in a way that made your offer seem less appealing. Let's take a closer look at one of these messages so that you can understand the psychology behind it and possibly write more appealing messages of your own. Here's a sample message that Barry recently wrote for the group:

Subject: My Purchase

Hi!

Just to let you know that I tried making a test purchase on your website.

It seems though that you don't have a cart abandonment system in place.

With experience, I can tell you that you are, as a result, leaving a lot of money on the table. I have something that can help you. Not looking for anything from you in advance.

I want to show you how easy it is to remarket to "lost sales".

Looking forward to hearing back from you.

[Your Name.]

To begin, notice the subject line. The subject to this email is "My Purchase". Think about this for a moment. What business is not going to open up an email when they know it pertains to one of their customers purchases? That's the whole point of the subject line of these emails. You need to utilize the subject line because it's what's going to convince your prospect to read

your message in the first place. Therefore, the subject line of your messages HAS to speak to your prospect's interests directly.

Now read through the rest of the message. The example just says "Hi", but it's best to use business owners name whenever possible. One of the reasons why working with "mom and pop" operations is so great is because it's so easy to identify, locate, and contact the owners of these businesses and work with them directly. In fact, these types of businesses are probably the lowest hanging fruit in terms of closing your initial deals, and that's why Barry and Roger highly-recommend starting out by helping these types of businesses.

After greeting the reader, you're going to let them know that you have been to the site and have discovered that they don't have a cart abandonment system in place. Then, you appeal to their interest further by letting them know that they are leaving money on the table. Who wouldn't be caught off guard by a statement like that? You would then move on to let them know that you have a solution for them and that you look forward to their reply. Then finally, you close with your name.

You may have noticed that this letter is slightly different than the one in the original webinar was or even the one in the first part of the training. This message does not include the offer for \$500. That's because this could be something that's getting in your way. Some business owners might interpret this as a sales pitch. So, this is a much more benign, much more laidback type of message than the previous ones were. You might send out some messages that are more like this to see if it works for you better than the other versions.

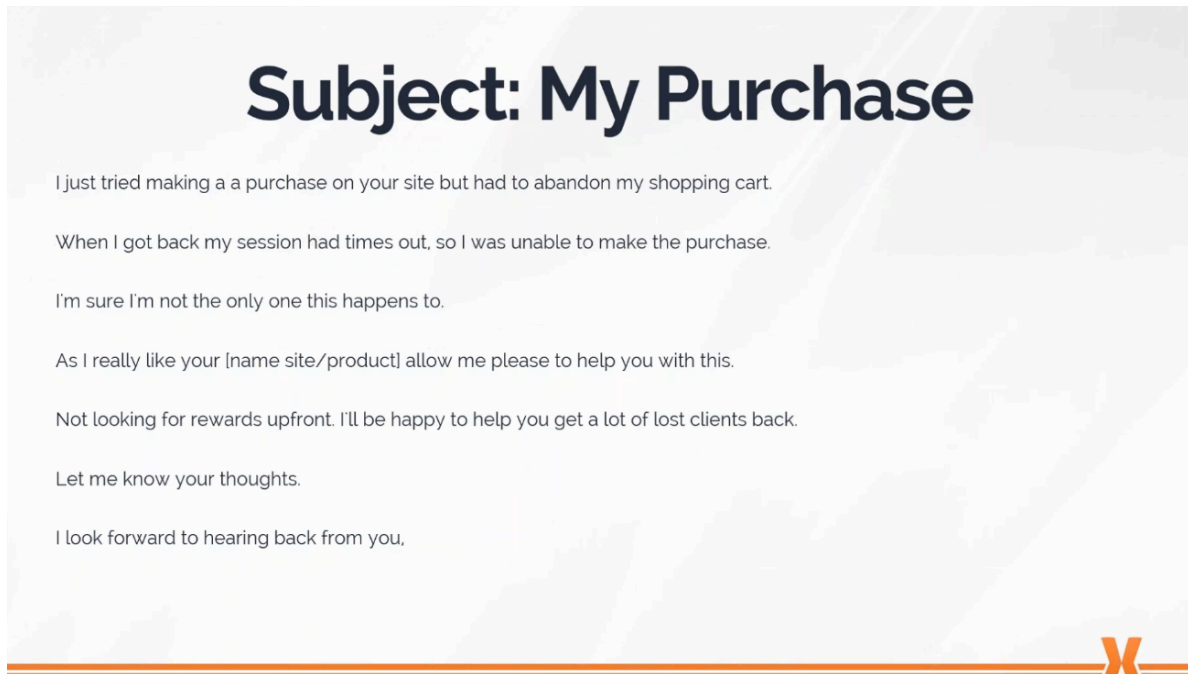
This brings up another point. You are being given these templates as examples, but you need to test and tweak them on your own to try and figure out what works best. As you know, your message is going to be a bit different when it is being sent to a lawyer as opposed to a "mom and pop" business owner, for example. However, you need to try out different versions on several "mom and pop" business owners and different versions on several "lawyers", or whatever the case may be.

Do you understand? You need to test these out to see what words work best on whom. When you find something that seems to work better with one group as opposed to another, make note of it. This may require a bit of work, but if you can get better results with less effort in the long run, don't you think it would be worth it?

Also, you have to take into consideration where you are sending these messages out to. If you are sending some to an American audience and others to a European audience, the language that you use will be slightly different. In all of these different scenarios, however, the concept will remain the same.

You need a great subject line that is going to capture the attention of your prospects and get them to open it. Then, you move on to tell a little story, letting them know where you are coming from, and after that, you make a very simple offer. This can be as simple as “I can help you with this” or you can go ahead and tell them about the \$500 in free sales they can receive. It is advisable for you to try it both ways with different groups at first in order to get an idea of what works best with each group.

There may be other aspects of your messages that may need to be tweaked and tested for different audiences. The structure should always be the same though. You simply greet the customer, tell a story, and then offer a solution. As long as these elements are in place, and you are professional in your message, you can really change it up in any way that you want. Keep in mind that just a small tweak can make a major difference in the amount of responses that you get. You aren’t going to know what works best if you don’t test various versions of this message out on the different audiences you’re mailing to.



There’s probably just a small difference between the people who are already finding success with this system and those that aren’t. That difference is that some people understand when they need to tweak their message and when they don’t, and they do so accordingly. Some people are just sending out the same generic message over and over again, and that is a big mistake. Just so you can understand just how small these tweaks can be, here’s another example:

Subject: My Purchase

I just tried making a purchase on your site but had to abandon my shopping cart.

When I got back my session had timed out, so I was unable to make the purchase.

I'm sure I'm not the only one this has happened to.

As I really like your [name of site/product] allow me please to help you with this.

Not looking for rewards upfront. I'll be happy to help you get a lot of lost clients back.

Let me know your thoughts.

I look forward to hearing back from you.

[Your Name]

This is just another example of a message you can send. This message probably won't be the magic bullet that brings in thousands of clients and makes you millions of dollars. It needs work, as all of these samples do, but they stand as good examples of what you basically should be writing, and they include all of the correct elements that yours should include as well.

You have to recognize that all of these business owners are different. The niche that they are centered on is different, their locations are different, their cultures are different, and their outlooks are all different. However, many of them have similar goals, and essentially, all of them would like to know how to make more money. You can do that for them.

The message shared above is slightly more laidback than the last, but it's still a good example of another type of message you can send out. Feel free to base some of your emails after this message to. Keep in mind that there are lots of different types of messages that you can write to your customers, and you need to try to tweak each one to fit the types of customers you're writing to, at least at first. After a while, you will start to get a better idea of what works best for different types of clients. For now, just change them up, but make sure that you include each of the sales elements entwined within each message.

Another thing that many people don't realize is that you can keep emailing your prospects until they tell you that they are not interested. In other words, just because you sent an email out and you didn't get a response, doesn't mean that you can't follow up with something slightly different in most cases. Well, you might want to check in your local area to make sure that there aren't any issues with spam in that regard. Barry isn't a lawyer, but in his personal experience, he has sent people emails over and over again trying to get responses. Eventually,

when he got a response, he sent all of the emails out over again until he got the results he wanted. You've just got to give them reasons for you to be emailing again.

Once you land your first clients, you might want to send out an email again letting them know how you were able to help that client. Let them know how much that client left behind and how much you were able to recover. Then, let your prospect know that you could do the same for them. You don't want to lie, and you don't have to; once you get your first client and make them successful, you have a success that you can build upon. The more people you can help, the more of an expert you're going to be considered.

A characteristic that makes some of the more successful members stand out from the rest is the fact that the successful members aren't stopping with just one email. That's the truth. These members recognize that business owners are busy, and although the owner may have wanted to reply, they may have gotten distracted or ended up with something more urgent to do. For instance, your email might have been one of forty-five, and some of them may have contained more pressing issues. So, they may have intended to respond later, but later never came.

This is your business, and you need to treat it as such. The way to do that is not to be a simpleton and give up after sending one email to one business. Hopefully that makes sense. There's no difference between the potential you have versus those people who are getting results except for the slight difference in the marketing practices that you are exhibiting. That simply comes down to how you position yourself and how you view yourself.

Take this as a real business, and the minute you see it this way, the faster you will begin to see results. This isn't just true for this program either; it would be the case in any program you might enter. It's not just the AbandonX strategy or the tools that you have that's going to bring about your success. A lot of this comes down to the mindset that you have. You can have the same amount of success that these other people are having.

Think about this for a second. If you were to meet a lawyer on the street, you would probably talk to them in a slightly different way that you would a "mom and pop" business owner. Your emails need to start reflecting that. Because of this, it might make things a lot easier for you to look up one profession at a time with the Prospectorx tool. So, instead of looking them up by location, go after one type of business first, followed by another. For instance, you might start by going after online jewelers. That way, you can figure out what types of messages those types of people respond to the best, and then you can send out hundreds, if not thousands of them.

The challenge is going to pin down the right types of language to use with each. For the most part, you should be able to just tweak the templates that you are given a little bit to make them

fit each group. You might begin by making some slight changes and sending out 20 or so at a time. When you see that one got you a response, look at it and try to figure out what you did right. Then, send out that message to another 20, see what happens, and then move on from there. If you continue to get responses, then you know you are in business. Change the style of your messages based on who you're talking to.

The lowest hanging fruit that you will have is almost always going to be these "mom and pop" business owners. They are the easiest to reach and the simplest to close because overall they aren't portentous. Most of them won't have multi-million dollar businesses online. Chances are, they have a website and they are trying to sell something online. You're going to sell them AbandonX and hopefully help them out tremendously.

This brings up the next point. Getting your first deal is of the utmost importance. This is likely not going to make you a lot of money, but that's not the point. Success breeds success. That's a classic golden rule in marketing and business. Barry says that he has found this to be true in many, many instances, and he has yet to come across any scenarios which disprove this.

On the other hand, failure breeds failure. If you haven't had success with this, or you haven't found success in other marketing ventures of yours, don't let this hold you back. Focus on getting that initial success. Don't worry about the homeruns. Score a few singles. Somehow get that first client through the door, even if it's not going to make you a lot of money. This business is hugely scalable. Once you land your first client, you should be able to move up from there. To reiterate, if you're not getting results, try each of the following tactics:

- Play around with the messages
- Send out 20 with message #1 and 20 with message #2
- Create variations and test the responses you receive

Remember that sometimes the smallest change can result in huge conversion improvements!

The bottom line is that you're an entrepreneur, not a brick layer. This is not just a job where you are meant to just do the same medial tasks over and over. You are trying to build a business. Look at this as entrepreneurial pursuit. When you look at it as such and you perform it as such, your life will change. You'll start to realize that if something isn't working, you need to take a look at it logically and figure out what you need to change.

In this case, you just need to make small tweaks in how you change things. For instance, you might think to yourself "Well, if I'm talking to someone in the UK, maybe I should phrase things in a different way." It's that perception and that forethought that's going to make all the difference. In fact, your perception and mindset can be the difference between success and

total failure in many cases. Also, a lot of it comes down to testing. To really know what works, you need to test your marketing and be open to trying out new things. Again, you will probably just have to make some slight changes and run a few variations to get the results you're looking for.

Whatever the reason may be that you aren't getting results, please don't take offense. Barry and Roger would rather be honest with you and help you move forward than just simply tell you what you want to hear when real problems must be fixed. All they care about is helping you to get results. All truth be told, you guys are ahead of 99% of the people out there. There are a lot of people who aren't focused and aren't going after their goals. You are incredibly dedicated, you have great desire, and you are a professional. There just may be some things missing in what you are trying to do. Barry wants to help you get to where you deserve to be.

Your Offer

Your Offer

- The simplest approach is to be simply hand them over to the AbandonX team through the system...
- Yes, you will make less, but you'll not need to really communicate with your new prospects/clients...
- Closing your initial deals is the most important step you'll ever make!

In terms of delivering your offer, the simplest approach is to hand them over to the AbandonX team. That means you'll send them to the landing page where they can set themselves up with an account. After that, just hand them over to Dena and her team. They will be taken care of from there.

If you're just sending them through your affiliate page, there's no question that you will make less money. However, it might be worth it because you will not need to communicate with those prospects once you hand them over. If they sign up with AbandonX and you purchase credit, you'll get a 40% commission on that. Again, this isn't the best route to take in terms of making the most you can off of each client, but you can scale your business up easily this way.

Most importantly, this is the easiest way to land your initial deals. These deals are going to be the hardest deals you're ever going to make. So, sending them through your affiliate link might be the best thing for you to do starting out. Once you get your first single, then you can start going after the homeruns.

In terms of the offer, you can do this manually or in an automated fashion. If you don't know the difference between the two, go over the previous training sessions once more. It is recommended that if you are having trouble closing deals, just start by sending clients to AbandonX and let Dena and her team take care of it from there. Then, later on when you start

getting better and better at corresponding with clients and closing deals, you might try to scale things up by signing clients up and taking care of them yourself.

A lot of people are asking how to close clients over the phone. You don't need to. Send them an email and let them respond. Then, refer them to the landing page where they can get more details. You don't really need to handle any questions at all.

Solutions

Action taking...

- Just follow today's plan...
- Don't think 100 steps ahead...
- Break down what you need to do into easy to apply chunks...
- Give yourself a reward for following today's steps because they will greatly increase your chances of success...

There are three different things that are most likely to be holding you back. First of all, you need to continuously take action. If you are taking action, then your problem may be a lack of confidence. This sometimes comes down to a lack of recognition in yourself. As an entrepreneur, you need to have a thorough understanding of what your role is. You may be transitioning from being a worker who is told what to do and then does it. You are no longer that.

Barry has noticed that a lot of people in the training are constantly asking "How do I do this?" and "How do I do that?" You need to understand the generic principals that are behind everything and how things are done, of course. However, you are a business owner and an entrepreneur now. So, you need to start being flexible, and you need to be able to test, analyze, and try different things to be able to figure out what works best for you. In other words, you need to start thinking for yourself and figuring out things for yourself and not rely on others to tell you. You want to take on the roll of an entrepreneur, not as a worker who needs to be told what to do. So, gaining that confidence is just a matter of looking at yourself in the mirror and recognizing what your role is in this.

Another thing you need to avoid is allowing yourself to be a victim to the people around you. In terms of action taking, you need to follow a very simple plan. Go through the training sessions one more time. It's worth the investment of another three or four hours to go through the training a second time. Barry says that Product Launch Formula was a program that was very

effective for him. He recalls going through that 5 to 10 different times, and he took notes each time. He didn't even make any money from it for about a year and a half, and he thinks that part of what was holding him back was that he wasn't looking at himself as an entrepreneur. However, once he got started and he began building a list, he was suddenly able to apply what he had learned.

Barry's advice is to go over the training again, and in terms of action-taking, don't worry about "What if?" For instance, don't worry about things like "What if they ask me about this..." Act like a child in this regard. Just get those emails out and get some responses, and then figure out what to do from there. In most cases, you can get all of their questions answered simply by sending them to the landing page. If something else comes up, think it through as an entrepreneur and start making proactive decisions as though you were one. Start believing that you actually have the ability to help people. The moment that switch happens is the moment you will begin to help people, and things will begin to happen for you.

Break down what you need to do into easy-to-apply steps. Take out the mystery behind what you need to do. Also, give yourself some sort of reward for following today's training. Send out these messages and be ready to respond and refer them to a landing page. If they don't respond, send out another set of messages that contain something different, like some sort of update. You might even send out a third message to these initial prospects. Taking these simple steps of marketing and remarketing is the difference between abject failure and getting success. Remember, after you land your first deals, the others will become a lot easier.

Confidence

"People who succeed have momentum. The more they succeed, the more they want to succeed, and the more they find a way to succeed. Similarly, when someone is failing, the tendency is to get on a downward spiral that can even become a self-fulfilling prophecy."

Tony Robbins



A lot of this really comes down to having confidence in yourself and your abilities. Above you'll find a quote of Tony Robbins'. It states:

"People who succeed have momentum. The more they succeed, the more they want to succeed, and the more they find a way to succeed. Similarly, when someone is failing, the tendency is to get on a downward spiral that can even become a self-fulfilling prophecy."

This is so true it's unbelievable. People who want to succeed will find reason to, but when people have trouble and get on this downward spiral they find more ways to fail. This reminds Barry of a situation he was in where he was trying to help someone out. This wasn't a situation where he was getting paid; he was doing it out of generosity. The person he was helping was in financial trouble. So, Barry offered them the ability to help close a few deals for his team. The problem was this person was always looking for problems to keep from succeeding.

Barry was literally leading this person to water, even dragging them there. However, despite his efforts, this person would always find an excuse why they couldn't help themselves. According to Barry, it was an endless series of "What ifs?" In the end, this person just ran away and started doing something else. Barry seriously brought this person, who he had been training, into his life to help them. The problem was that this person had experience, and he or she didn't want to experience anything else. Barry was shocked, but it made him realize that we all build our own perception of ourselves. We think of ourselves as destined for failure or destined for success, and we base the analysis of our experiences on that perception of ourselves.

Just the simple fact that you are reviewing this material right now is evidence that you are a cut above the rest. It shows that you are dedicated and that you have a desire to be successful. The only thing is that it's time to take things to the next level. You need to start to see yourself as an entrepreneur because that's what you really are now. You do not work for a boss anymore, but that also means that you have a responsibility to test things out and tweak things. You have to change things up in ways to make them work better without anyone telling you to do so. You need to take on the responsibility of your business for yourself.

As previously noted, successful people find ways to increase their own success, and the less successful find ways to mess up. That's why having success initially is so important; once you know that you can do it, you can see yourself doing it more and more. That's why it's so important that you close your first deal. This point can't be stressed enough.

Your first deal might only bring you \$20. Of course that's not what you signed up for, and that sort of thing isn't what you should continue to aspire to. However, the simple fact of the matter is that this first \$20 sale will be the sweetest \$20 you will ever make. After that, you'll have the confidence to close bigger deals, better deals, and higher deals. You know the saying,

“You can drag a horse to water, but you can’t make him drink.” Well, that is completely true. A lot of this comes down to psychology. You have to have a mindset for success and you have to be able to picture yourself being successful and closing deals. As soon as you close your first deal, it will reinforce the fact that you can do it in your own mind, and you will move on to make more and more wins.

Barry also comments that you can’t put too much weight in what people say. This is something he has struggled with in the past himself, but he says “If I had listened to people who were surrounding me, I wouldn’t be where I am today. Even my friends told me that I was absolutely nuts to try and build an online business. Understand that people don’t understand us as entrepreneurs. The reason is that 99% of the people out there are not entrepreneurial. They don’t understand us, and they don’t understand our desire for success.”

You need to be pretty stubborn about this. You need to understand that you are an entrepreneur and 99% of people aren’t. It’s pretty lonely in the entrepreneurial universe, especially if you’re trying to seek companionship amongst those around you. You are unlikely to find it. That’s just the reality of it. However, you do need to start standing your own ground and begin looking at yourself as an entrepreneur.

Once you make that switch, 98% of the problems you have had up until now will disappear because you’re going to look at the problems that you face in a different way. You will no longer look to others to answer your questions. Now, that doesn’t mean you should stop asking questions, but in some cases questions can be workmen’s excuses that come from being scared of the responsibilities of being an entrepreneur. It’s just new territory, but if you wanted to continue being a worker, you would just keep doing that and not even have begun to try doing something like this. The truth is that 99% of people are happy sticking with their jobs, and that’s great for them.

Barry says that he would never even consider working for someone else again. Most people aren’t interested in entrepreneurial activities. However, if you have an entrepreneurial spirit and you get a taste of your own success, it makes it hard to ever go back to that world of working for someone other than yourself and just doing what you’re told to do all of the time. Yes, sometimes the truth hurts and it’s easy to just hide under a bridge, but that’s exactly the reason why some people are less successful than they should be.

Barry hopes that you will become liberated by this truth, not incapacitated by it. Don’t take it as the whole world is on your shoulders now because it’s actually just the opposite. Now that you are an entrepreneur, your job is to break large tasks down into small steps, make your own decisions, and move on, taking things one piece at a time. Go with your own inner thoughts, your conviction, and just take action. You will make mistakes, everyone does.

Barry admits that he has too, but he says that he is far more successful than a lot of his friends because he did fail so many times. For instance, he's looked like a fool making videos or trying to apply an idea of someone else's. He's looked stupid on many occasions, but unlike the rest of his friends, he can wait until 10:30 in the morning to go into his office to avoid rush hour traffic, he can go home when he wants to, and do webinars based on his schedule, usually after his kids are asleep. He enjoys what he does. He also has the freedom to automate his business however he wants. He has control over it all, but that also requires responsibility. You've made the decision to have this kind of control and responsibility too; now you need to apply it.

Barry truly has a deep desire for you to be successful. He even prays for your success. If he knows that there are things holding you back, he's going to do everything he can to help. Barry understands; some of the same things held him back when he first started out too. In fact, since he couldn't make things work when he first started out, he turned to an investor for help. Truth be told, he lost \$100,000, and this was during the Holiday Season. He returned to the investor for money, but the man refused him anything at all since he had already waited months for a return on his investment.

Of course, at the time Barry thought that this was an incredibly cruel act on the investor's part. However, no he says that he is thankful for it because this gave him a wakeup call. You see, the best thing that the investor could have done for him is to be as cold as ice. He pretty much told him "You're going to go out, you're going to become successful, and you're going to return the money you borrowed. You're going to do the right thing. You've made a commitment, and you're going to stick to it."

That's a harsh thing to say to someone that doesn't even have any bread for his family during the Holiday Season, but that same month was when Barry got to enjoy his success online. That's because it was at that point he realized that no one could help him but himself. He had to take control over his own destiny. That seems to most of us like just a phrase that you hear, but it can be very real. Up until that point, Barry had been bringing the man excuses like "It's because the copy writer didn't produce good enough copy to convert.", or "It's because I didn't get the amount of traffic they promised me." He realized that the only person that could control his destiny was himself. He was the only one responsible for that.

The only person that was responsible for putting bread on the table for his family was him, not the investor, not some copy writer. If he spent money employing a copy writer that he didn't need, for instance, that's his fault, not the copy writer's fault. At that point, everything changed. That was five years ago.

If you stick with your commitment to start taking action, Barry will hold another powwow session to help you further. He ended his presentation with a quote by Mark Twain, who he

feels had a great perception of the world. The quote stated “Whenever you find yourself on the side of the majority, it is time to pause and reflect.” The majority of people are going to think you’re an idiot, especially if you are just starting out and you haven’t found success yet.

You have to remember that those people are selling their hours away for nickels and dimes. That’s not to say that you’re better than them, but you are making an attempt to lead your life in your own way. Even though you still have to work hard, you have a choice of how you are going to go about it as well as how much money you can make. Barry says that the last thing he wants is to be trapped in an office with a boss watching his every move. Chances are likely that you feel the same. Therefore, you shouldn’t let people decide your future for you just because they can’t contemplate anything outside of the “usual” way to make money.

Another quote that Barry loves is one by Thomas A. Edison. He once said “I have not failed. I’ve just found 10,000 ways that won’t work.” This should really be the big takeaway for today. If you haven’t yet succeeded, don’t say that you’re a failure. If you call yourself a failure, you’re just going to get stuck in that downward spiral. If you haven’t accomplished your goals yet, you’re still further along than where you started from.

It’s time to act as an entrepreneur and start learning from your mistakes and fixing them instead of just repeating them. If the message isn’t working for you, then tweak it. If the niches that you are selling aren’t working, change it. If you make mistakes, there’s nothing wrong with that as long as you don’t repeat them. Here is a list of the next steps you should take:

- Follow today’s action plan
- Nearly all of the members who requested this have not taken action.
- Please send your feedback after your action taking to support@reallysuccessful.com
- Barry will be follow up with you within a couple of weeks.
- This strategy is way too powerful for you not to succeed.

When you send your feedback to Support, let them know that you were part of this powwow session. After that, tell them what you are doing and about the results you are getting. Let them know about the tweaks you have been making too. Barry will follow up with you in a couple of weeks; this is so that you have time to make your transformation.

Questions & Answers

Should I use a new Gmail address to send out these messages?

You can use your own or start a new one. It doesn't really matter. Don't create a new email that says AbandonX in the address or anything like that. That makes it look like a sales email. You might have your name in the email to make it more personal. You want to just be yourself.

How can you tell if it's a "mom and pop" business?

That's a good question. You can see if they are advertising in the Yellow pages to get an idea of the size of their operation. A lot of times you can get an idea when you look at their website as well.

I'm having trouble using Prospectorx? What do I do?

Email Support@ReallySuccessful.com and explain your issue. They should be able to help you with any problems you're having with the software.

Should I send the video in the initial email?

No, just send out a cold email, and then when they respond, send them over to the sign up page with the video. Feel free to test this if you want to though. You might also try sending straight to your landing page. Send out 20 emails both ways. What do you really have to lose? If you find that one thing works better than the other, go with that.

A lot of people are telling me that they don't want to sign up for anything unless they can talk to me in person. What do I do?

In many instances, you're going to get responses asking what your original email was all about. If they do, just direct them to the landing page because they can find more information there. This page is going to sell them for you, and you'll be closing your initial deals before you know it.

Which links do we use? There are two different ones in the training.

The link that you use depends on whether you are using the automated approach or the manual approach. If you are going to run your business in an automated way, you'll simply send them to the landing page itself. Send them through the other link if you want to sign them up manually yourself.

What link do we send to our prospects?

When you log into your AbandonX system, click on 'Landing' page. This will open up a 'Settings' page. You will use the first link on this page, right under the words 'Your Virtual Landing Page'. The one under the words 'Your Affiliate Link' is the one that you would use if you wanted to set a person up manually. This way, they interact with you instead of Dena. In this case, you would be the one interacting with Dena, in other words.

When does Dena start taking over?

Usually she would start taking over right after someone signs up. Barry recommends that you sign up yourself. That way, you can put yourself in client's shoes and understand the process.

How do I get a hold of Dena?

Understand, Dena isn't available to answer questions about promoting AbandonX. She is there to help set up clients. You can contact her, however; just don't take advantage of that relationship. Her email address is Dena@AbandonAid.com. Please keep in mind that you should only contact her about setting up your clients with AbandonX.