

# **H**ow to Get Prospects' Contact Information

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# How to Get Prospects' Contact Information!

**Dear Friend and Subscriber,**

Are you frustrated by your inability to convert prospects to buyers and as a result your business is making only a small fraction of its profit potential?

By now you've discovered the most critical statistic to your online business - most sales are made during the 5th through the 12th contact. You know that to succeed you must capture the contact information of prospects and then follow-up.

But you aren't getting prospects to give you their contact information. Without contact information to follow-up, your site's sales are weak and your income meager.

You may have a form on your site for prospects but no one's filling it out. Or as a reseller you have no control over the site you're promoting and you're unable to put up your own form. You rely on the company you represent to hopefully do the lead capture and follow-up for you.

**With few to no visitors leaving their name and contact details for you to follow-up, the promotions you run just don't make money.**

Imagine for a minute if you started to capture the contact information of almost every prospect who visited the site you promoted. What would it do to your business if you then followed-up with hundreds - potentially thousands - of people and converted them into buyers.

You'd finally build a list of targeted prospects. You'd make 60% to 80% more sales. You'd see profits rather than losses with your promotions. Your business would at last be making the money it should.

**How is consistent-lead-capture possible?**

There's a secret technique the marketing gurus use and it's about to be given to you for free by an 11 year online veteran.

Why am I giving the secret away?

It's critical to me that you discover how to capture your prospects' contact information. When you're successful at lead capture you will make money. When you make money you'll want to purchase the services I offer. I need to make you successful so you'll buy from me.

### **Only when you succeed do I succeed!**

However, if I tell you the secret that will at least quadruple your lead capture and share with you how to automate the follow-up process so you'll close 60% to 80% more sales - are you willing to put the process into action?

### **Good! Then let's get to it . . .**

The secret to capturing the contact information of your visitors is to use squeeze pages.

### **What's a squeeze page?**

A squeeze page is a single web page that asks visitors to complete a form in order to proceed onto your web site. The form captures the contact information of the visitor allowing you to follow-up. Once the visitor submits the form, he/she is then taken to your main site.

The visitor can only go onto your main site if he/she completes the form on the squeeze page. You are therefore guaranteed to capture the contact information of all prospects who go to your main site.

Your promotions should drive traffic to your squeeze page rather than your main domain. As a reseller for another company you want to drive traffic to your squeeze page. Then upon submission of your squeeze page form, take the visitor to the URL of the company's site you're promoting.

### **Why would a visitor fill out the form on your squeeze page?**

You have placed on the squeeze page an offer that's impossible to refuse for your target audience. The offer should contain the following 5 points.

### 1. **Show Stopping Headline**

The offer has to have a headline that grabs the attention of your prospect and addresses their needs.

### 2. **Free Gift**

The offer should highlight the benefits the visitor will receive by completing the form. You'll need to provide an enticing gift to the visitor for filling in the form. It could be a free report, coupon, software, ebook, etc.. It's essential that the offer be very desirable, as you want your visitors salivating to get their hands on it.

The promise of a free subscription to an email newsletter is no longer sufficient as email newsletters are now everywhere. While you can provide a newsletter to prospects, you're better off promising the instant delivery of an irresistible gift.

### 3. **Fast and Easy Delivery**

The offer should emphasize that the visitor will receive the gift immediately. You can either email the gift to the visitor (preferable) or you can deliver the gift on the web page you direct the visitor to upon submission. Giving the gift right away provides instant gratification to the visitors for their time and effort in filling out the form.

Why is emailing the gift preferred? You'll improve the

validity of the email addresses entered by the visitors. If the visitors think they'll receive the information on the next page, they may input false contact information. If the visitors believe you'll be sending the information by email, they'll be sure to enter their emails accurately.

### 4. **Privacy Policy**

Visitors need to be re-assured that they will not be sent email about anything they did not request.

### 5. **Form with Instruction**

You of course want to capture the contact name and email address of the visitor. Place the form to be completed by the visitor at the conclusion of the offer.

Under the form's submit button provide brief direction to the visitor regarding where they'll get the free gift. Explain that they should check their email and look for your message. Be sure to tell them your "From" address so they can easily find your email.

That's all there is to it!

### **Not only are squeeze pages easy to create, they work.**

You may be concerned that requiring visitors to complete a form in order to view your site will hurt your sales.

Absolutely not! In fact squeeze pages will do just the opposite. They'll dramatically increase sales.

Recall for a minute the National Sales Executive Association statistic. Only 2% of sales are made on the first contact. You can make 80% more sales if you follow-up 5 – 12 times. Do you think you're going to drive the same visitor back to your site 5 – 12 times if you don't have their contact information?

Highly unlikely.

The only way to improve your sales is to capture prospects contact information and remind them about your products /services.

If you're worried that visitors won't share their email address, consider this point. If a visitor can't commit enough to give you an email address to get a free gift how do you intend to convince the visitor to actually buy and give you payment information? You're offering a valuable free gift. A real prospect is going to jump at the opportunity to get it. The visitor who won't part with his email is simply not a true potential buyer.

### **A squeeze page works for 2 reasons.**

- Your prospects are enticed by the free gift so they want to give you their contact information.
- And they want to get into your site to see what else you have to offer.

Using a squeeze page let's you capitalize on every visitor who stops by. Thus you don't need to drive thousands of visitors to your site to be profitable.

I know of a site that sees 100 unique visitors a day. Through capturing the leads and following up automatically by email this site generates \$27,298 per month in revenue.

You can generate significant profits like this simply by using squeeze pages in your promotions and following up by email.

### **Which brings us to the next questions . . .**

#### **Why follow-up by email?**

##### **Automation!**

Using email allows you to easily and inexpensively automate the follow-up process. If you were to follow-up using the telephone, fax or postal mail the time and costs for follow-up rise dramatically. Even following up manually by email should be avoided because of the time it takes. Remember time is money.

Just think how long would it take you to manually send out 1000 personalized emails each day? Or how could you make 1000 telephone calls, or send 1000 faxes or mail 1000 postal letters? You'd be overwhelmed just handling your prospects inquiries!

You want your follow-up process to run on auto-pilot so you can focus your energy on more important tasks which are difficult or impossible to automate. Such tasks include adding and marketing new products / services to grow your business or taking time off to spend with family and friends.

#### **So how do you automate the email follow-up process?**

The key is to use an email autoresponder. Email autoresponders send out email messages for you on the time schedule you specify. You set-up the autoresponder once, telling it to send out your 12 follow-up messages to your leads. Each time a prospect submits your form, the autoresponder then does the follow-up process for you.

As you can imagine, email autoresponders make it incredibly easy to follow-up. And when you considering that following-up will increase your sales by 60% to 80%, the minimal cost for an email autoresponder is well worth the investment.

All you need is a squeeze page form that instantly triggers the automated email autoresponder series to go out to your prospects. Once the form is in place, you have an email robot that follows-up and closes sale for you.

Earlier on I asked you the question: "If I tell you the secret that will at least quadruple your lead capture and if I share with you how to automate the follow-up process so you'll close 60% to 80% more sales - are you willing to put the process into action?"

Since you're still reading this, I'm going to assume you answered, "Yes." Well now that I've told you how to use a squeeze page and an email autoresponder to follow-up – you need to act on this information.

The first step is to get a form that you can use on your squeeze page. You'll find the form and tools you need at the site - <http://www.sendfree.com>

#### **Your form will allow you to –**

- Collect the contact information of your visitors.
- Immediately email visitors the promised gift by autoresponder.
- Redirect visitors to your main site.
- Add the visitors to your database for follow-up.
- Automatically send your email follow-ups you've input to close 60% to 80% more of your prospects.

Sign-up for a SendFree account today for a free 30 day trial. Create your form along with your autoresponder and put your squeeze page to work in your promotions.

The site again is at – <http://www.sendfree.com>

#### **I guarantee you will see a dramatic increase in your sales!**

Stay tuned to your email box for the next piece in this series. Find out why successful online business owners say "The Money Is In The List." And discover how to put the growth of your lists on the fast track.

**Talk to you soon!**

*Abbie Drew*  
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