



The key to Modern Magnetic Marketing is automating an online sequence, which creates desire and curiosity combined with an intriguing and irresistible offer which also engages and connects you with your most highly desired customer.

Smart online marketing is a whole new way to attract and close business precisely with people who not only will LOVE YOUR PRODUCTS AND SERVICES and actually want to do business with you, but also, when done right, these same people will also be customers that you actually WANT to do business with. Such marketing will create a match where both parties win.

The process is somewhat different for a service business but the mechanics are similar for all good marketing. Today, so much of online marketing is just reduced to a command to “buy my stuff now”. If you think about this approach it is kind of like asking a girl to marry you on the first date...that would be creepy wouldn't it?. Or how about during that first date talking about having a baby together...that would be really creepy too and probably end the chances of getting together again.

But if you spend some time getting to know each other, and there is interest in what each of you have to offer, then maybe some of these topics can come up safely.

There is a process involved to get there. A process you can program and use over and over to get the results you want.

I have found one way to communicate and illustrate this process of effective Modern Magnetic Marketing is to illustrate it with an imaginary Real Estate management service business.

You will be able to see how to apply these principles to your own business and how these very same transitions and ideas can be applied to your business offer.

Before we go to the modern way online, lets look at the typical OLD WAY Internet marketing and how it might look for our example property management company.

OLD WAY

Offer a report that says

“ 7 questions you must ask any property manager BEFORE you let them handle your luxury home”.

Then you would market that report as a way to generate leads.

Follow up with leads would take the form of telling just how “awesome” you and your services are and how great you are since you don't “commit the 7 sins that all other bad property managers do” or some such story.

And **then you would try to convince them how fabulous you are.**

This is **more PUSH than PULL**

This SCREAMS salesman. The old way would be focused on telling them why you are so awesome and that they need to do business with you and no one else.

I call this The BFD model – I am a Big Fricken Deal. Or the “Big Shot” model.

The **NEW more effective WAY**

NOT Convincing but Compelling. More PULL than PUSH. Magnetic Marketing is what we like to call it.

Instead of telling them how cool you are you just **Demonstrate how you can help them by actually helping them.**

The Modern Magnetic Marketing approach is different:

Here is how it would work, as an example, if you were in the property management business. I will use this example throughout to help with some concrete examples. You will be able to make a substitution with your own business or service.

So in our example business of property management what are the questions that your ideal prospect would be asking. In this case if someone is considering renting their vacation home out, WHAT would the foremost question that is likely to be on their mind?

"I wonder how much I can rent my house for? " (There are others but let's focus on this one)

So a compelling offer, which can generate leads, would answer this very question. Give away a report showing

"Mountain Property rental rates and comparisons for 2015"

Since you are in a particular area, show specific up to date comps for that area.

WHY DO THIS?

1. As my son in law says it, it is **Non Douchey**

2. It also attracts the people who are interested in the stuff you can help them with rather than something like the "7 deadly sins that all property managers commit except me...."

Or salesy stuff like that.

You offer them something that will actually help them

This sets them up for the NEXT STEPS in your offering funnel

By doing this you have shown them that you are not just a chucklehead and that you really know your stuff and can help them more, just as you already have.

Now they are set up for you to help them further. By downloading this report they have raised their hand and said yes I am interested in this area.

WHAT NEXT?

Immediately after they opt in – you send an automated response from your auto-responder:

- 1.) Thank you
- 2.) Tell them what to do next
- 3.) Offer to help them further if they want

If you are in a service type business, unlike just selling a product or information, you will have to actually talk to your prospects. So here is how to proceed with that kind of follow up. If you have a physical or digital product you can mirror this kind of response online for effective product sales as well. We show you how to do that later in this report.

BUT WAIT – hold on there, BEFORE you offer to help you need to do a couple of things

Because you have limited time the **LAST thing you want to do** is talk to anyone who:

- 1.) Does not know what you have to offer
- 2.) Does not know the Price of what you cost
- 3.) Isn't a perfect candidate for your work

Here is how to safeguard against these things

SAFEGUARDING SYSTEM

Here is how your automated follow up might be scripted

'Thanks for requesting this report. You should see that report in your inbox in a few minutes (or click here to get it).

Meanwhile, while you are here, (this is on your thank you mail or page) would you like some ideas for getting the most money from your home?'

This could be a video, another PDF, Audio - whatever modality you are most comfortable with or all of them.

The point is you **again** OFFER to help

It is important to understand that at this point, **in their minds there are some alarms going off**. They are worried this is a sales pitch and they are going to get roped in by you. So this is where you employ the

SUPER REVERSEL METHOD

Overview of the method:

1. Offer to help
2. Explain benefits of help
3. Explain why you are offering to help
4. Eliminate sales fear
5. Create "Irresistibility and Intrigue"
6. Takeaway

7. Let them “Qualify themselves” to you

Here are the details on how to do this:

OFFER TO HELP

Use a Video, Soft Sales letter format, PDF, Audio or podcast, which can be sent them or send them to a place on your website to get it.

Language is more important than the Medium

For example:

"In this report you will notice that the two nearly identical homes had dramatically different rental prices. Would you like for me to show you how the one that rents for the most money got such a higher rental rate and how you can get the most money for YOUR home?"

REMEMBER you are offering to do this for **FREE**

EXPLAIN THE BENEFITS OF THE HELP

Simply explain the benefits in 1 - 3 sentences

"I am happy to help you design a custom marketing plan for your home, identify your perfect target market for prospective renters, and show you how to present your home to them to get the maximum price possible.

This way you will be able to rent your home quickly and get the highest price you can.... without wasting time or money.

There is no cost for this, and there is absolutely no obligation of any kind."

OK NOW STOP

What is going off in their mind right now at this point??
They are thinking what?

"What's the catch?"

SO you are going to be totally transparent (no one else really does this so you will stand out as real and honest – which you are!)

Tell them WHY

Explain,

"I offer this service because I am a luxury property manager and I exclusively manage mountain properties in this area. And there is a good possibility that I have renters who might be interested in your home, especially considering the recent demand for homes like yours.

So if you find value in the help I give you, you might want me to manage your home rental and services for you."

THAT IS IT. **NO MORE**

"I am a property manager"- see how that is? you are not selling right now. Just offering help demonstrating your ability to help further.

What NEXT? - NOW you HAVE to eliminate the FEAR OF SALESMEN!

Because the alarms are going off and fear is setting in

ELIMINATE THE SALES FEAR

"With that said, please understand that I am not offering you a 'sales pitch in disguise'. I promise not to pressure you or pester you in any way at all.

In fact, if you feel I've wasted even one minute of your time....."

OK Now it is time for "IRRESTABILITY AND INTRIQUE"

Eliminate the remaining suspicion with the following

"If you feel I have wasted one second of your time, let me know and I will...

(insert some ethical BRIBE you are willing to deliver) Such as

1.) Immediately write you a check for \$1,000 or \$1,500

or

2.) Send a brochure about your home to 1,000 potential renters

or

3.) Pay your first rental marketing costs

or

4.) Clean your home to prepare for a rental

or clean your hot tub - you get the idea. Offer something you can actually deliver! Something not too expensive but genuinely helpful.

Using the following process, as you will see, will make it highly unlikely that you will need to do any of these things. But it is essential that you eliminate fear and create intrigue and make the follow up irresistible.

When you do this they cannot help but think

“man they are really confident that they can help me. I wonder how they can they help me with my _____ (problem, dilemma, business, life....)? “

Further understand that YOUR confidence does what in them? Creates a mirror of your demonstrated confidence in their own minds that you can do what you say (cool “mirror neuron” brain chemistry going on when you do this) so you get a **Double marketing whammy!**

Now that **you have eliminated the fear, you taken away the risk from them and created intrigue... but don't stop there.**

Here is what you DO NEXT

QUALIFY THEM

“If you want to schedule a planning session with me you can by simply clicking on the link below. When you click you will see a form with a few questions about your home and what you’re situation is and what you are looking to accomplish. Once I have that information I’ll do some market research for you and set up a time for us to go over it together.”

See how that works?

This process gives you

1. Targeted group of highly responsive prospects who know what you have to offer and are literally asking you to help them now
2. They would not be asking you to help them if they were not interested in becoming your client.

They know what you do with no surprises; they are basically "applying" for the opportunity to work with you! And **not everyone will QUALIFY**

How to convert them FROM PROSPECT TO CLIENT

Once they fill out your online form then you only schedule appointments, call backs, etc after you have carefully reviewed their answers and **determine that you really CAN, and WANT TO, actually help / advise them – they are someone you like, have a property you can and want to manage.** Insert whatever your business offer is.

NOW you have **PERFECT MATCH** results

HERE IS HOW TO FOLLOW UP

Use the

COLLABORATIVE CLOSE

Remember these people have asked you to call them. These are hot leads who **NEED** and **WANT** your help.

No cold calling, no surprises, no shenanigans or funny business, just straight up business help and service.

You are genuinely setting out to help them

In the service business you either close sales on the phone or in person.

You close by NOT SELLING

This is really **ANTI SELLING**

All you have to do is **demonstrate that you can help them and then offer to help them even more.**

Here is how you handle the conversation. There are 3 phases to follow. These are critical to your success:

PHASE I

Collaborative Bridge Building

First find out where they want to be
Ask them to imagine working with you into the future
This helps them imagining using all your services and then ask the leading question.

"As your property manager [insert your service product here], if we were having this conversation 12 months from now, and you were looking back over the last 12 months, what will have had to have happened for you to be happy with our services [product]?"

This question is magic

You are asking them what is the desired result from working with you.

This will cause them to think 12 months into the future with you helping them as a property manager client of yours, and they are telling you exactly what needs to happen for them to be happy with your services as a client. If you have a product you can do a similar thing. Help them imagine just how this will look, work for them into the future.

THEN find out where they are now.

ASK

What have you done so far. What is your home situation? Is there any problem with your property?

You would learn specifics about their property, what you need to know about their property that is encompassed by your services and how you might be able to help. But **just ask questions and take notes**. Things like "do they have current service providers and what do they do for them". "Have they rented before?" "How hard is it to manage your home from a distance" you get the idea.

You will **only ask questions to help them think for themselves** and which will lead them toward the right steps they need to take

THEN

Help them formulate a plan based on their answers. Which of course point indirectly on just how a rental property manager (like you or your product) can handle all the details of all this for them. **But you don't say this yet...!**

The process looks like this:

The Bridge
WHERE THEY ARE NOW ----- WHERE THEY WANT TO BE
to get there

FORMULATE A COLLABORATIVE PLAN

It is a COLLABORATION. Here is an example from a business consulting perspective which helps them to think of the process for you as a property manager:

EXAMPLE

For example if consulting with a business and you ask what they want to accomplish and their answer is that "12 months from now they would like to have 4 million in business".

You ask

Q. What are your numbers now?

A. They answer: 2 million. So you know they want to double their business numbers.

Q. How many customers are you getting annually now?

Q. Do you think there is an opportunity to start selling more to your existing customers?

Q. What do you think your current customers would like to buy the most right now?

You are ask questions around the only three ways to increase any businesses bottom line.

- 1.) Increase Number of customers,
- 2.) Increase the Average sale price per customer, or
- 3.) Increase the number of repeat purchases or other products

Remember they are so deep into their own business and working on the details you are able to help them from a 30,000 foot perspective and you are helping THEMSELVES think about their business options in the reality context of their business now.

What would be the leading question be if you a property manager or product seller? What are ways to help potential client think for themselves with some coaching by you of how to get the most out of their vacation rental property or whatever service or product you offer?

ONLY THEN do you OFFER a

SOFT PRESCRIPTION

This is a **CONVERSATIONAL Prescription to action**

i.e. for a business I would ask

"Going forward do you think you could deploy one click upsells in your sales process immediately and also add a 4 day discount sale promo to your unconverted leads? This could generate cash immediately..."

Once you uncover something that they are not using and that they have had success with some selling method before such as a short discount sale. and you discover that they do nothing with their list of people who

do not respond to their online offers then you can offer some sort of soft prescription....

As a property manager, in our example, you know that you have your own "bag of ninja tricks" that can be applied to their property to make it more rentable and can make their lives simpler and get things done for them faster and easier. During this conversation you are already are thinking of ways to help them. Don't dump this on them but ask further questions that might lead them to think of how you or your product could help.

In this example you collaboratively come up with a plan on how to improve their rental value and make their execution of those things simpler and faster – you come up with some specific ideas **TOGETHER.**

THEN ASK THE

PRE CLOSING QUESTION

ASK

"Does this sound like an effective plan to you?"

THE CLOSING QUESTION

"Would you like us to help you implement this (this plan) going forward?"

This approach gets an 80% closing ratio in business because

THEN THEY ASK

"How do I get signed up...how do we proceed...what does it cost, etc"

No one wants to be sold to, they want to be helped.

You have DEMONSTRATED that you can.

You have also selected only the prospects who you CAN actually help based on the Pre Qualification questionnaire and interview.

And even nicer you can choose those you actually WANT to help.

Since Summit Mountain Properties is able to generate \$15,000-20,000 per new client, this is your AVE CUSTOMER VALUE (I suspect the lifetime value to be more than this) per converted lead. Because of this you do not need to market to a bazillion prospects to get the results you want.

With this process you can **TARGET** your leads
These leads then **SELF FILTER**
You are pre **Qualifying** them
You **determine if you can and want to help them**
They raise their hand and **ask you to help them further.**

What could be better than this?

How many clients do you want/need to acquire (or products to sell) and can service?

What level of business do you want and can sustain?

If you know your customer's AVE LIFETIME VALUE, you can then determine just how your advertising leads to profitability. Once you start you will gather stats on your lead generation rate, and conversion ratios. These will be on real results and testing stats from your advertising campaign.

Fortunately you do not need thousands of leads to get this done. You need just enough to satisfy your growth goals from your perfectly matched clients. This process should easily get you where you want to go.

The more you can automate this the easier it will be....and continue to work for you as a money machine. Letting you focus on what you do

best. Your service or product generation. And you can generate new clients and sell new product using this process as needed.

Here is how you might automate this process and more tips on what to say in your offers

Create a Video / Intro of [Your Company] and Values offered to, in this example, the “Vacation Rental by Owner (VRBO)” audience. Insert whatever your audience may see as a valuable service/product like yours. It is a very soft “Video Sales Letter”. The process would be like the in person conversations offered above but now used in a video.

Your ads and emails have to have...

Good Headlines – they are key to getting attention. **BE Specific in your offer.**

For example the Property Management Service could use some headlines like this. This process is based on marketing formulas that simply work:

WRITE A HEADLINE

- How to double (triple or whatever your report can honestly show) your VRBO sales
- 5 Things you can do to improve your listings in VRBO
- How to make sure your VRBO listing gets you rentals
- How to make your VRBO listing get more attention
- 5 Keys to unlock better results from your VRBO listing

- How to up your inquires without costing you more
- Who Else wants to get more inquiries from their VRBO listing?

Write a Subhead

We want to give you the keys you need to get the most out of your VRBO.

Opening Statement with benefits

If you do these things you will get more inquires, more calls, more rentals, for more money, with little risk.

Bullet points – what they will learn

- Copywriting for the listing
- Key Words to get results
- Photos – how to make your property pop
- Listing tricks -
- Positioning – where to place your listing
- Screening – how to get only good renters

Offer a Guarantee – not necessary for FREE offers but on all money exchanged offers you MUST offer a guarantee – TAKE RATES OF YOUR OFFER WILL BE DRAMATICLY IMPROVED

In this example we could say :

“by downloading this [report, video, ebook] you will know how to improve and get results from your listings by 300%”

SEE HOW **SPECIFIC** THAT WAS?

The key is to provide “Results in Advance”

Why are we doing all this? And this is critical. You need to get your prospects some **results in advance**.

No one believes marketing anymore. You need to **DEMONSTRATE** that you can actually help them and build some Value, Goodwill, Trust upfront. Ease them into a relationship before asking for anything.

You will want to **automate all this**. It begins with begins with Advertising.

ADVERTISE

This is the fastest way to get business. SEO is mojo magic and guess what, it is not free, it does cost something. Time energy and if you hire it out money. It is not free. Advertising is more efficient, is easy to track and get real specific data, and most importantly is gets **FASTER RESULTS**.

In this case advertise to the VRBO targeted audience and give away good information and/or services. This targeting option is a whole course in itself – stay tuned – but getting traffic is not a problem. There is a ton of it available using a simple advertising approach. Anyone can get loads of traffic.

Send responses to this advertising your landing page with a video sales letter, a VSL, that delivers on the ad's promise with an offer and opt in to get a more in depth report, e-book, video, or a promise of more training...you get the idea.

You will track WHICH video/ad/offer they respond to, put them on the right list for each. Then your pre programmed auto-responder will send the appropriate corresponding responsive sequences targeting that interest. More on this later.

Create 3 Videos

Video Sales Letters or VSL's – each covering a splinter of information/or sub product of your core offer.

In our Real Estate example:

Video 1

Show specifics on how to improve your VRBO listing
At end “soft” call to action. Offer a free
Photo shoot, Window Washing, Property staging/cleaning,
listing review. - some kind of helpful info, product or service.

Video 2

How to stage your home for pictures for VRBO
End with soft call to action. Offer a free
Photoshoot, Window Washing, Property staging/cleaning,
listing review – some kind of helpful info, product or service.

Video 3

Positioning and displaying your listing in VRBO for max results
End with call to action
Photo-shoot, Window Washing, Property staging/cleaning ,
listing review. - some kind of helpful info, product or service.

See how they all have the soft call to action. Based on what they respond to in your Soft Call to Action then the follow up sequence will be tailored, appropriate, and on target to what they are interested in.

A response to ANY one of these is a clear indication that they ARE a real prospect.

Let's look at how to write those messages:

5 Formulas for a Good Headline (Examples)

1.) How to yag without boo

Example: How to lose 10 pounds without living on the treadmill

How to insure more rentals without more work

2.) X ways to Y in Z

25 ways to lose 30 lbs in 60 days

5 ways to improve your VRBO responses without lowering your price

3.) What Everyone Ought to know about X

What every one ought to know about losing weight after 50

What every property owner should know about listing their properties for rental.

4.) Who else wants to X

Who else wants to get in the best shape they can after 50

Who else wants to earn more and get more results from their VRBO listings

5.) How to

How to lose 5 pounds in 7 days without endless cardio

How to improve your listing in VRBO to get 3 x the results.

Create content with Prospect in mind (ALWAYS) and their Desired Result. The objective is to **provide quick value, demonstrate your willingness to help, and to establish trust.**

Here is an overview of the **Transitions you need** to use in the context of the Call to Action

Here is the formula.

FRAME

Today I am giving you _____

So you can _____

“Today I am giving you *THE KEY WAY TO IMPROVE YOUR VRBO LISTING* __ so you can __ *GET THE MAXIMUM RESULTS FROM YOUR LISTING WITHOUT LOWERING YOUR PRICE OR RISK* (addressing the fears that they will rent to losers or property will get trashed)

DELIVER

Content -> video, report, cheat sheet

PITCH

Triple Fact transition is effective

If the first two facts are obviously true then the third statement must be true as well

So for example:

You are Online - and your property is listed online

You are watching this video (or reading this article) -
because you want to get better results from your listings

And you know you (can, want, make. etc) XYZ –
and you know want this Result (Do NOT pitch your
product or how great you are):

That is why you're going to love (our) XYZ

3 PITCH PATTERNS following transition:

1.) That is why you're going to love XYZ
- with Brief description of XYZ

Then call to action

Full Example of this approach:

- You're online
- You're watching this video
- And you know that just a few simple exercises can really transform your body into the best shape of your life

- **That is why** you are going to love my Get Fit Fast program
- It is a 12 week complete transformational program that literally takes you by the hand and walks you step by step into getting fit fast without working yourself into a frenzy...

“If that sounds good to you then just click the button below this video to **get more information.**”

2.) If you thought this video, (report, cheatsheet) was helpful then you will love XYZ

Brief Description

Then Call to Action

you will love our listing review, staging service, window cleaning, service, or full service prop management.

i.e. you know you can dramatically increase your VRBO sales, rentals and listings by simply doing x (the content we are going to provide)

And that is that is why you will love seeing how we can help you get the most out of your property without risk.

Simply click here to get more information on how to do this.

This sends them to your funnel – they are exchanging email for a free report or video.

3.) Most people who are serious about X will take a look at XYZ

Brief Description then Call to action

Most people who are serious about renting and getting the most out of their property without risk will look at, (download) our report (video) showing how to dramatically improve your VRBO listing for more rentals.

Getting them on your list will create long term assets to entice and capture further prospects using them for Flash sales, EVERGREEN promotions, and generate new prospects for [your service or products]. These digital assets will present, entice, and demonstrate your value.

CREATE ASSETS FOR THE TARGET AUDIENCE

You will create assets that answer questions that your target audience has. Doing this will generate goodwill, trust, and begin a relationship which will help move them from their current state to the desired state.

SEGMENTATION AND EXAMPLES

In our property management example we want to move prospects who have mountain properties and want to (or be moved to) get additional income from them. We want to move them from DIY – Do It Yourself – self help people who only use VRBO (or some other service) to use your service – in this case a fully managed service using your professional property management firm.

If they respond to:

Improve your listing – then follow up is:

- What to do when someone inquires about renting
- Rental agreements
- Email responses that work
- Swipe files – auto responder services
- How to Assure a good rental experience
- What to do cheat sheets

How to photograph your property to make it look great for rental would be:

- Staging
- Lighting
- Lens
- Equipment
- Editing

How to manage your rental process:

- Cleaning Services
- Windows washed
- Outside staging
- Greeting and exchanging keys
- Equipment – lockbox or not

Screening Prospective Renters

- How to know if they are ok and won't trash your property
- Key indications that there could be trouble
- General rules

What to get from them in advance

How to prevent damages and how to handle if it does occur

You get the idea....

By doing this we multiply our chances of getting response by answering THEIR anticipated questions and sending responses that are **dynamically tailored** (automated) to their response.

If they respond to a “Improve your listing” message, the follow up would be different than if they responded to “How to photograph your Property for maximum response”.

You are segmenting them to match their interest exactly.

Each one of these messages ends with a soft lead into your sales page and funnel. Your core offer remains the same.

If they opt in, then you send a new follow up series easing them into on of your “splinter” services/products while pitching our full service core product.

Splinter services and products are sub sets of your core offer. If your core offer was real estate management then splinter services would be things like hot tub management, rental valuation, photo prep for VRBO etc.

Then the potential client-responders, to any of these splintered services/products, will be placed on a segmented list in which you control the follow up messaging.

Once you have delivered all this great content, answering their questions, they will know you, trust you, and will WANT to do business with you.

This can all be automated.

Meanwhile, by doing this you have created digital ASSETS which can be used over and over again and optimized for maximum results and long term value. There is no stopping a business that does this well.

Engaging the process outlined above will multiply your success dramatically over the usual marketers simple linear funnel to a core offer. Using this Modern Magnetic Marketing method will make you and your product stand out since you are doing something which most of your completion is not doing. You will stand out because you offer value up front and demonstrate your ability to serve them and meet needs. And you are being transparent.

Want to double, triple or quadruple your response rate?

Remember all those who don't respond to your soft offer? Here is how to work that to your advantage.

When opt in rates are just 2% or usually less, that leaves 98% of people who did not respond. So, rather than just keep pounding the message "Buy My Stuff" like everyone else you instead offer something as a splinter offer, something to trigger a mini response, by using each of the alternative splinter offers as mentioned above.

Some may not respond to "Improve my listing" but will respond to "Improve my photos".

Just those two distinctions of alternative offers have created not just the standard 2% but will double it to 4% of the audience.

Doing this splintering of offers thereby doubles your available prospects to create possible conversions to your full service. You will have more prospects introduced to your core offer, from the exact same audience pool.

If you have 4 of these splintered offers then that will increase your take rate by 400% over what most marketers do using their linear approach to one offer – an ad sent to a direct offer using the “buy my stuff” type approach.

Online these days people just don't trust marketing messages and hype. They don't trust someone they don't know - even if they have social proof there is going to be resistance.

We instead are **demonstrating** that we are good guys, who know our stuff, and want to and **can genuinely help them get what they want** – whatever it is - more money, less hassle, faster results, and reduction of risk (i.e. in this example one issue was to address the fear of renters ruining their home).

With this approach we also address the prospective clients internal fear that they could not get results...they will know that they will get results from us because we have demonstrated it ahead of time, that we can get results for them. **After this sequencing they will want to do business with us.**

EVERGREEN - Evergreen process

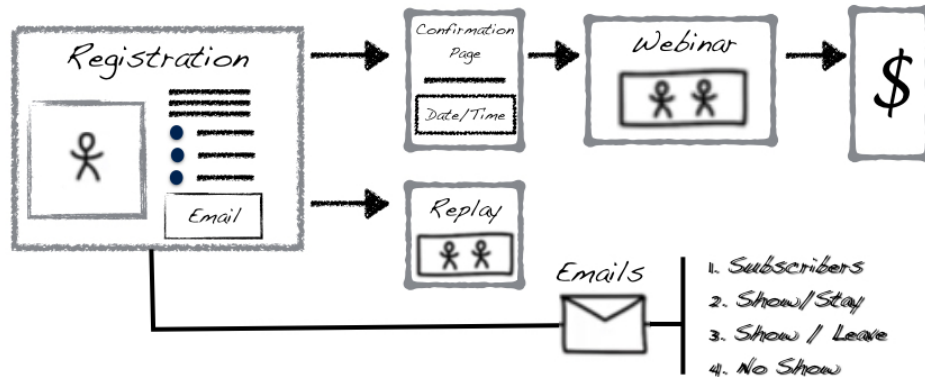
Whatever your client cycle is, it can be programmed and automated to work predictably.

Using Webinars

Here is how you can use Webinars to accomplish some of the above. This is a high level overview but shows another way to employ the methods above and make it evergreen via automation to bring more clients to your offer. In a webinar or series of videos, you can begin the process of demonstrating your value, indoctrinating if you will, your prospects to know you and your product. This begins them on the journey to do business with someone they have learned is credible, knows something about what they want and how to get it. Use advertising to drive traffic to a webinar. Record a live one, and then simply play reruns of it driving people who are pre qualified prospects to your funnel as described above.

Here is an illustration of how that Evergreen Webinar works

Automated “Evergreen” Webinar Funnel



You would program different follow up sequences for each response.

1.) Subscribers

2.) People who showed up and stayed but did not opt in for your splinter offer,

3.) People who showed up but left the webinar early

4.) People who signed up but did not show up for the Webinar. There is a system for this and certain kinds of messaging for each list.

If this process is in the information product market, for example, like a membership to a information bundle or video trainings, experience has shown that opt ins for membership last roughly an average of 3-5 months depending on the material.

Memberships will lose 20% of members a month. That is the falloff. So by the end of 5 of these periods you have 100% turnover. However, this does not mean they will not buy something else in the future, it just means they are not buying that particular product anymore.

But since the EVERGREEN process funnel keeps feeding leads into your automated sequence, you will continue to build your actual clients and prospects **FASTER than you lose them over time**. This is how you build business, create long term value and have a continuing and growing revenue stream.

The email list you build along the way is your most valuable asset. Your automated funnel is developed into an Evergreen process feeding you qualified and eager clients. The creative that you build out now, to offer in that funnel, can be multi tasked beyond this current funnel to other products and services in the future – for maximum Customer Value over time.

There are great tools to accomplish all this. We have a resources page on Yodacom.com which shows tools that can help with this. If you want us to send you our current **marketing technology short list** click here and let us know.

We at YodaCom love to do this stuff. We love automation technology and building funnels to accomplish sales goals. We are DMTA's – Digital Marketing Technology Architects. We

architect all the processes described above as well as review and test lots of automation tools and technology to help our clients be successful. Our objective is to build the process and train our clients to use the tools effectively. This gets them on the FAST TRACK to own their own automated lead generation systems and to know how to best use the technology to get them to their goals – and to optimize the process.

I hope this Modern Magnetic Marketing overview has been helpful to you. We love doing automation. It is a fantastic time to launch products, persona's and services online.

The digital revolution is far reaching and enables you to make your ideas and business come to life. You are able to do things that were impossible before.

It is our passion to stay on top of what is happening now in digital marketing technology and apply it to the Modern Marketing Method described above. We wish you the upmost success and want to keep you up to date. Watch for future DMTA training sessions and technology reviews.

To your optimal success,

Jeremy Black, DMTA - MA
AKA Yoda of Yodacom
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