

5R Sample Clip

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Terry: You said specifically that you've developed the 5R system that you can use to basically increase the profits of any website. Could you tell us a little bit more about what the 5R system really is?

Daniel: Sure. Over the last 18 months or so, I've been using what I call this 5R system to reduce the amount of time it takes to create online promotions for my copywriting and marketing consulting clients. I've also shared it with a number of students as well and they found that, not only does it make writing copy for the websites quicker and easier, it has also had a dramatic impact on the results.

I have one student who was already doing exceptionally well—pulling in over \$70,000 a month in sales—and when he applied just a few of the 5R system principles to his online marketing, he was able to increase sales by 35%, adding over \$20,000 a month in top line sales.

It's great earning lots of money writing copy and using copy to make your own business profitable, but it's hearing these stories from clients and from regular everyday people making it online—that's what really turns me on. I feel very fortunate to have been able to create a process that I believe almost anyone can duplicate with a little perseverance.

So, what's 5R? It started out as a simple checklist that I would run through when someone requested my copywriting and marketing consulting services. Sort of a gap analysis, if you will, to determine their needs. It gradually evolved into a highly developed workflow system from proving my client's online sales conversion and ability to grow their businesses.

It's very easy to become overwhelmed with the complexity that exists online. There's just so much techno-babble out there that it's frightening. Everywhere you turn there's somebody trying to sell you some new piece of software, technology, or professional service that, nine times out of ten, won't make all that much

difference to your sales. It's very, very important not to get bogged down in all that stuff.

What online marketing success really boils down to in my experience is something far more basic—effective communication. It's simply a matter of positioning the right person and communicating the right message to the right audience at the right time in the right way. All the rest are mere details that are easily and profitably outsourced, provided you know, understand, and execute these five fundamentals.

Write this down, folks, if you're listening to this, or follow along on the flow chart that I hope we're going to make available to you. Here they are:

- The right person
- The right message
- The right audience
- The right time
- The right way

Those are the 5R's, and that's what you need to keep firmly in mind when you're working on your web copy and trying to foster profitable online customer relationships.

If your online marketing isn't working as well as you'd hoped, it's because you're missing something in one or more of these five areas. When I write copy or when I'm tasked with fixing copy or I'm crafting multi-step online marketing campaigns, I work step by step to strengthen the promotion in these five areas. Almost without fail it leads to great results.

I'm not talking about people raving about how cool your website looks. I'm talking about a website that's incredibly effective in getting people to take specific actions that lead to hypergrowth for your business.

Grow Your Business 7 Times Faster

Terry: The right person with the right message for the right audience at the right time in the right way. I love keeping it simple, folks. If somebody is not making as much as they want to on the web, we're going to find that there's a problem in one of these five areas.

So how can we use these five methods? How can we start using these methods to communicate to the right person, communicating the right message to the right audience at the right time and in the right way? How can we use these five steps to grow our business faster?

Daniel: First of all, I made kind of a specific promise there. I said, “Seven times faster.” I want to explain where that number comes from. It’s kind of the level set for everybody listening to this.

According to the Internet Marketing Center’s 2006 survey, the average website collects contact information from between 5% and 10% of visitors. Of those, 1% to 2% become paying customers. Unless you’re selling something pretty darned expensive, these figures are pretty dark, depressing, and dismal.

You can do a whole lot better. If you do nothing else but increase your opt-in rate four to seven times without tinkering with traffic or without improving your sales conversion or follow up, there’s a good chance you’ve increased your sales and profits by a similar amount.

For all the math wizards out there, what I’m saying is, there’s no reason at all to expect that you shouldn’t be able to achieve opt-in rates in the 20% to 70% range, and even beyond, with the strategies that I give you. Once you’ve done that, you can start ratcheting up your sales conversion, sometimes by similar multiples.

When you’ve accomplished these increases, it means you can afford to pay much more for traffic than your competitors. When you do, you’re going to suck traffic away from them, which means more traffic for you. It also means you’re going to find it much easier to attract affiliates and joint venture partners.

Growing your list seven times faster is actually very, very conservative because it doesn’t take into account the fact that superior conversion almost always translates into increased traffic. So in the long term, the true multiplier could be many, many times greater than a seven-fold increase. Are you with me on that, Terry?

Terry: I definitely am. The more we can increase our conversion, the easier it is to generate traffic. What I found in markets is, whoever

has the best conversion in the market, eventually all the traffic starts going to them as all the affiliates find out about it and more joint venture partner incentives. So whoever has the best conversion wins.

Daniel: It's the same with pay per click because that person can afford to bid more.

The key to achieving these kinds of wonderful results is really effective communication. It's positioning yourself as the right person communicating the right message to the right audience at the right time in the right way.

So let's break this down step by step.

#1: The first thing to consider is your audience.

If you happen to have that flow chart there in front of you, I want you to start with the box in the middle. We're going to start there and work our way backwards.

All successful marketing begins with the audience, so that's where you start. I know everybody says this, but what they don't give you is a framework for actually doing it. What I mean by that is a process for gathering customer intelligence, interpreting it, and cycling it back into your sales copy.

I can tell you that one of the things my ex-employer and so many other online marketers neglected to do is to systematically research your target. They do what I call "guess marketing" with their advertising dollars.

They come up with some ingenious-sounding sales message that came from somewhere inside their own skull, and then they proceed to spend tens of thousands of dollars to figure out that it doesn't work. Or they do monkey marketing—simply apeing what the competitors are doing.

But the real money is in the research. The more educated you can become about the prospects who comprise your right audience, the more success you're going to have selling to them online. It's really that simple.

That's what this first step is all about—looking at your traffic sources to determine, who am I really communicating with here?

Two important things to understand:

First, are these people really the right audience for the product you're selling?

Listen, if you're fishing in the wrong pond, it wouldn't matter if Gary Halbert himself were to come back from the dead and write your sales copy for you. It wouldn't matter.

It sounds silly, I know, but I see people fishing in the wrong pond all the time, spending all kinds of time, money, and effort putting their sales message in front of people who are never going to buy in sufficient numbers to create a profitable result, no matter what.

Second, if you're convinced you're in the right pond, just dropping in any old bait isn't going to do it for you either. You're going to have to involve yourself in a level of research and skull sweat that most people are just too lazy to do.

All successful marketing is relationship building, and the most important thing in any relationship is empathy. We literally can't help but fall in love with someone who takes the time to understand us, who demonstrates that understanding through their empathy for us.

This first step in the process is all about gaining insight into your audience so that you can demonstrate extraordinary empathy for them in your copy.

Over the years, I've developed a model for quickly gaining that insight. It involves seeking answers to 17 psychological questions that form the bedrock of buying behavior. This is must-have information about any target audience. Once you have answers to these 17 crucial questions, everything else just seems to naturally fall into place a whole lot easier.

Without this knowledge, I can literally guarantee your campaigns are not nearly as profitable as they could be.

What Kinds of Questions Should Your Research Answer

Terry: Our goal is to really understand our customers—to really get to know them to the point where we can have that real deep intimacy and connection with them. So what kind of questions do we really need to get answered?

Daniel: It really starts out with some very simple, obvious, yet frequently overlooked stuff. Like, what questions does this audience have about products like mine? That's the simplest question in the world, right?

Terry: That was simple.

Daniel: Yeah, but if you're not personally and actively involved with your right audience, I can guarantee you don't know what those questions are. This happens a lot online. If you don't have the kind of regular flesh and blood interaction that you would have with these potential prospects, then you need an alternative, a practical method for getting in touch with their true concerns.

The same goes for questions like, what are their top three immediate goals that my product can help them achieve? What objections might they have to purchasing a product like mine? What other options do they have?

Amazing as it sounds, there are so many people that do not think these things through adequately. My question to you as an online marketer is this: Do you really know the answers to these questions? Or are you to one degree or another playing guess-marketing?

Now, Terry, obviously we don't have time to run through an entire list of 17 questions, but what I can tell you is these questions are specifically designed to narrow in on the real psychic juice that motivates people to buy or not buy. They tap into the entire gambit of motivations that exist within your target market, and they are one of the fastest ways of discovering which appeals and emotional hot buttons are likely to resonate with that market.

Terry: Do you go through all of these questions every time you do a promotion?

Daniel: Every single time.

Terry: Once we have these questions—you already gave us several that we can all get started with—anyone listening to this, go back and listen to it again and make sure you write down all of the questions—you can actually answer them for every prospect and every promotion that you do.

How would we go about first going out and finding the answers to these questions?

Daniel: A lot of my research takes place on blogs and forums. I look for relevant threads and I read everything. I'm looking for three things:

- Pain points—someone expressing their frustration about the kind of product I've been called upon to sell or a problem that product solves.
- Secondly, what I call “aspirational statements.” When someone says, “Damn, if I only had this or that capability, then I could do, I could be, or I could have this.”
- Thirdly, just plain old questions. Someone simply asking a question that's relevant to the product or service category that I'm dealing with.

I'll record these things in a spreadsheet with three columns entitled: Goals, Problems, and Questions. I actually copy and paste them into the spreadsheet so I can capture the language and the phraseology of the target market.

When I've collected a significant amount of entries in each one of these columns, I then go through the entries and I'll try to categorize them. This person said this, and that person said that, but they're both kind of saying the same thing.

I take all the pain points, questions, and aspirational statements, and in a second spreadsheet I slot them in a handful of categories so I can quantify how prevalent a particular problem, aspiration, or question really is.

When I've done that, I go back and I highlight what I call “quality sentiment.” What's quality sentiment? That's where an entry contains passion. Where somebody is using emotionally-charged language or somebody's demonstrating an obviously intense

interest in the subject matter. Or somebody who, by the way they've written, appears to be an especially good target for the product I'm selling for some other reason.

By the time I'm done listing, categorizing, and quantifying I can literally see what the main appeals are likely to be for that market. I can see what the dominant emotions and beliefs of the target market are. I can see where they are in terms of their awareness and their sophistication. I can see what their objections are likely to be.

I then pull out my message-to-market-match worksheet which is part of the 5R system and I start inferring answers to the 17 key questions that form the basis for my research. You were probably thinking I was going to go and ask these 17 questions. No, I don't do that. I infer the answers from the three basic categories.

Popular culture is another gold mine of insight. After having worked through the blogs and discussion forums, I'll usually have a list of books, magazines, TV shows, movies, and so forth that I'll want to check out.

If I've got some working copy up on the web and some traffic, I'll also do surveys. I like to use entry surveys on opt-in pages. I can phrase a single question survey that doesn't hurt conversion, or just hurts it very minimally, and I take those answers, categorize, and quantify them the same way I do with blog and discussion forum comments.

I also use exit pop-ups on sales pages that ask the question, "Hey, why didn't you buy?" just to flush out additional objections right at the point of sale where people are actively involved with the sales copy.

If we've got a list of buyers, I want to go out to them as well with a short survey.

Crafting the Right Message

Terry: But you're doing your research in the popular culture so you can sell to the right market and have a real empathy with the market because you know the market.

Moving on to, what do you do with all this information? You collect a lot of information. What do you do with it all?

To access the rest of this interview including 90 minutes of mp3 audio, 45 Page PDF transcript, and 2 special bonuses (including a checklist of 76 profit boosters revealed during the entire call, go to <http://www.lowcostcoaching.com/profits>

"Which One of These 5 Steps Will Instantly Multiply Your Online Results By Two, Four, or Even Seven Times?"

Grow Your Customer and Prospect Lists Four to Seven Times Faster Without Spending a Single Dime More on Traffic or a Hotshot Copywriter

- How to create squeeze pages that generate 30% to 40% subscribe rates from cold traffic and as high as **55% to 85%** from warm traffic (Internet Marketing Center survey results show industry average is only 5% to 10%).
- ZERO cost method to research your market and capture their exact questions, pain points, and buying objections (**shortcut your online research** and boost your conversion with this free method).
- How to spot and plug profit holes...**skyrocketing your sales** in the process. Plus, create all your future projects in a fraction of the time using this simple 5 step system.

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