CAPTURE THE LEAD
every new member takes a predictable path:

Curiosity
Enlightenment
Commitment
capture the lead

Ethical Bribe: exchange something useful, helpful and/or valuable for the user’s email address.
See also: Permission Marketing

Lead Magnet attracts;
Lead Generator converts
LEAD MAGNET IDEAS:
• "How to..." [skill development]
• Report [insights]
• White Paper [case studies]
• Quizzes & Personality Tests [ENJOIN]
DELIVER VALUE BEFORE THE TRANSACTION

What Premium Brands KNOW
Bus Station versus Mailbox
Read YOUtility by Jay Baer
Greater Value = Higher Sales
NURTURE THE RELATIONSHIP

KEEP IN TOUCH - why?

1/10 Join right away
+3/10 Join within a year
if you KEEP IN TOUCH
= 300% INCREASE IN SALES
1/10 Join right away
+3/10 Join within a year
if you KEEP IN TOUCH
= 300% INCREASE IN SALES
Automate Your Nurture Sequence

Update Your Website

Update Your BLOG

each time you post to your blog, you could be keeping in touch with future members in their inbox (Blog-to-Broadcast)
MAKE YOUR OFFER

+ Frequently Asked Questions for logical buyers
+ Frequently Asked Questions for logical buyers
+ Cancellation Policy (What?! WOW!)
+ Online Scheduling for increased conversions

All of these on your CONTACT US page