

Stephen Pierce's *Turning Subscribers Into Buyers Model*

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How To Turn Free Subscribers Into Happy Buyers

Knowing how to convert your subscribers into paying customers is critical to growing, expanding and multiplying your business.

While the quality of the subscribers will vary depending on how they have reached your list, there is a process that you can use that can quickly purge your list of unqualified non-buyers while methodically and deliberately transforming your qualified free subscribers into buyers.

It's critically important to purify your list.

By "purify" we are referring to the process of forcing out those who are not serious about what you offer. Your remaining list will then contain solid qualified subscribers who will give you mindshare, a fair shake, and who will stop, look and listen to what you have to say.

It's better to have a list of 100 very responsive and targeted subscribers who regularly buy your offerings and are satisfied with your offerings, than to have a list of 10,000 who delete your emails, ignore your emails, don't even see your emails or simply are unresponsive to your emails.

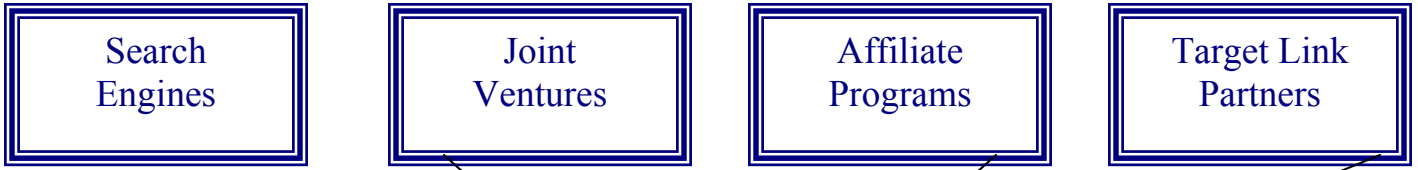
So, how do you convert your free subscribers into buyers?

Let's look at one of the processes we use consistently and is proven to work in building trust, rooting confidence and establishing loyalty with our subscribers.

This is a process that has developed a strong responsive list of subscribers who look forward to each email from us and enjoy each email and buy from us.

We will start with the diagram on the next page...

Step 1



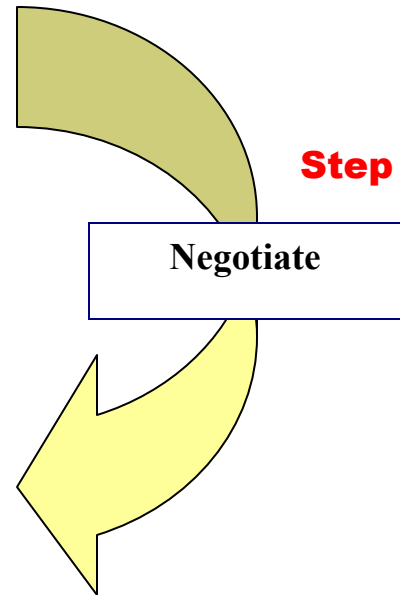
Step 2



Step 3



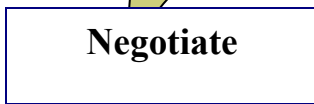
Step 4



Step 5



Step 6



Step 7



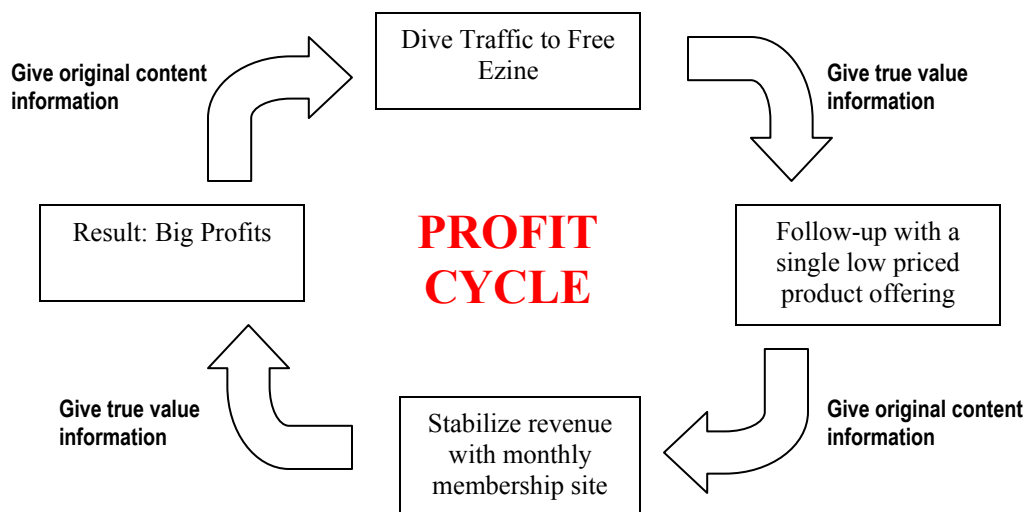
Step #1: Getting Targeted Traffic

Getting targeted traffic is the critical first step. Because we cover this topic in very specific detail in [The Whole Truth](#), we will skip this and move on to the next Step.

Search Engines + Joint Ventures + Affiliate Program + Targeted Link Partners = PROFIT... STABILITY→GROWTH→EXPANSION→MULTIPLICATION

Step #2: Driving the Targeted Traffic into Your Free eZine

Whether you are driving traffic to a product page with an opt-in form on a pop-up or a strictly opt-in site like www.impulsiveprofits.com, the primary idea is to attract as many qualified free subscribers to your list as possible and then you begin to move them through your profit cycle.



See **pages 61** of [The Whole Truth](#) for more information on the process of providing true value and original content to your subscribers.

The Profit Cycle is a three step process which...

1. Moves your initial contact with your target market through your **free information**.
2. Moves them into a smaller priced **single product purchase** such as an eBook.
3. Moves them on to a **revenue stabilizer** such as your own monthly membership site or an affiliate membership site where in either case your profit flow is stabilized monthly via the reoccurring and residual payments.

Example of a Free Information site:

Free → <http://www.impulsiveprofits.com>

Free Daily Commodity Trades sent 5 days a week

Step#3: Incorrect!

Perhaps the worst thing you can do to your new subscribers when they opt-in is to jump right into a sales pitch.

The general process after someone opts-in to an ezine is that they are almost immediately pitched products and services of some kind... it shouldn't be this way.

If you want to make money with your list, move to **Step #4**...

Step #4: Negotiate – Releasing the Hostage

This is the most critical part of converting free subscribers into buyers.

From the moment your new subscriber opts-in to your list a process of **negotiation** has begun.

This is a very important part of the free subscription process that you must understand.

Here is the situation at the start of this negotiation process...

Subscriber: Your new subscriber wants as much information, tools, tips, direction, wisdom, knowledge, understanding and guidance to get them what it is they want, need and desire ...and they want it from you for **as close to FREE** as they can get it.

-versus-

You: You want to give as much information, tools, tips, direction, wisdom, knowledge, understanding and guidance to get them what it is they want, need and desire ...and you want to give it to them for **as much of a FEE** as you can.

So the negotiation process begins to move the subscriber from free to fee.

At this point **the money you want from your new subscriber is being held hostage** by the new subscriber. So, unless you give enough reasons why they should release the money they are holding hostage to purchase from you, you will not get it.

In our negotiation process we use the “*Breath Method*” as introduced in the free report called “**Stephen Pierce’s Affiliate Sales Tips**”, the process looks like this:

→Content Only→ Content with Sales Copy→Content Only→Content with Sales Copy→
←Content with Sales Copy←Content Only←Content with Sales Copy←Content Only←

Grab a free copy of “**Stephen Pierce’s Affiliate Sales Tips**” for basic insight into the “*Breath Method*”.

Negotiating via the Pierce Dynamic Follow-Up Model

The first thing that needs to be done is to make sure that your method of following-up with your new subscribers moves from *ordinary* to **extraordinary**.

X Static Ordinary Follow-Up: Canned sequential follow-ups which have prewritten content and product pitches.

- ✓ **Dynamic Extraordinary Follow-Up:** Dynamic real time follow-ups which are news driven and results driven.

This level of follow-up allows you to quickly eliminate those that don’t really want to be on your list from those that do.

Your sales can skyrocket when you use news driven content or results driven content in your follow-up while cycling product sales copy for solutions in response to the *news driven content* ...or providing product solutions with the potential to duplicate the results demonstrated in your *results driven content*.

An example of how you can use News Driven Content: (with sales copy)

eMarketer released an article entitled: “15% of B2C E-Mails Don’t Get Through” (<http://www.emarketer.com/news/article.php?1002041>). The article talked about how 15% of the email that is sent via permission marketing is not reaching the targeted email box.

The question asked at the end of the short article is “*Is your company doing everything it can to make sure its e-mail campaigns are getting through to the right people?*”

Well, if you look at the numbers, if you have a list of 10,000 subscribers, chances are 1,500 of them are never seeing your offer. That’s a lot of eyeballs missing your offer. We know we want to get our content and offers in front of all the eyeballs that opted-in and requested it.

So, you can use this article to promote a simple program like the Filter Buster at <http://www.the-whole-truth.com/filterbuster/> . This program checks your email, before you send it out to your list, to make sure it can get past spam filters.

Using a combination of the eMarketer article with this product is an example of an effective method for of using news driven content with relevant sales copy to **produce sales**.

To preserve the integrity of the Results-Driven-Content in the follow-ups we send to those who have purchased [The Whole Truth](#), no direct examples will be given.

The **Pierce Dynamic Follow-Up Model** keeps customers and subscribers in an active thinking mode with thoughts of progression, action and results.

This is accomplished by providing absolutely free, true value solutions that are not only worthy of a fee but *will*, *can* and *do* produce profits, changes or the desired result of the subscribers.

The objective of the **Pierce Dynamic Follow-Up Model** is to keep each subscriber's fingers on the pulse of what we are doing in real time. This includes immediate dispatch of market related breaking news and updated results from our own activities.

By being dynamic with our updates, this lets each subscriber know we are actively engaged in the market just as they are.

By cycling in relevant product and service solutions we are able to not only keep our subscribers on the razor sharp edge of what's going on, we are also able to provide solutions which produce growth, expansion and multiplication of profits.

When you are able to assist your free subscribers to reach even the smallest of their objectives, they will release from hostage the money needed to purchase your product and service offerings.

Step #5 Show and Tell ...Sells!

The *Negotiation* process is where you are **building trust and confidence** in your subscribers for you.

By using the "*show and tell*" process you can move the negotiations in the direction of selling your first product which will be a low cost introductory product.

Now, let's look at an example of using show and tell to close the first product sale from a free subscriber list.

With our **[Free Daily Commodity Trades](#)**, the process is all about show and tell.

We **show** each free subscriber that we know how to make money trading the commodity markets. In this process we **tell** them what to trade so they can make money as well.

So which process of selling do you think will work best?

A: Blah, blah, blah, ...pitch, pitch, pitch ...it's an ebook on swing trading etc...

-or-

B: Nice trade! You just made \$700.00 in two days ...now that's what you call swing trading! In fact, the simple set up that identified that move is fully and completely described and illustrated in our Rapid Fire Swing Trading eBook. This allows you to look at any chart for any market on any time frame and identify this very simple setup and start trading it yourself.

Of the two, A or B, which has the greatest credibility for selling the eBook?

While this is just a quick example, certainly "**B**" would be the winner. The reason why is because at no charge whatsoever the free subscriber was given specific information that made them money via "*show and tell*".

The reference to the eBook revealing the method used to make that money would obviously have the person interested. At this point we should introduce a deal on the eBook turning it into a successful negotiation where we both win.

So, the result of your initial negotiation from free-to-fee will be successful if you do it in baby steps and only introduce a single product at a low cost purchase price.

Remember, in your profit cycle there is a process involved in building a long term relationship.

Example of an Introductory Product

Single Product → eBook → <http://www.rapidfireswingtrading.com/swing-trading/>
\$49.95 eBook

Step #6 Back to Negotiating

After your Step #5 and you have your initial product purchase on the introductory low cost product ...let this purchase marinate while you ease back into the negotiation process providing more dynamic news and results driven content.

Your next step is to see how deep the trust, confidence and loyalty runs as you go for a stronger commitment.

Step #7 Stabilize Your Income

The best income stabilizers are your own services or affiliate services that offer monthly residual income. For us, it's our [ChartTRADERS Online Charts](#).

Example of Income Stabilizer

Stabilizer → Monthly Paid Service → <http://www.charttraders.com>
\$79.00 per month Commodity Charts Analysis and Forecasting Service

Buy showing our subscribers that we can make them money trading the commodity markets and by telling them which markets to trade and they make money doing this, we are able to sell our own products and services as well as affiliate products and services.

You can use this same process to release the chains from around your free subscribers' money and build the trust needed to get them to buy from you.

Turning your free subscribers into buyers ...moving them from free to fee is a simple process of **negotiation**.

This negotiation process does nothing more than answer the question they have of *"What's in it for me?"*

This question is answered at no charge to them as you provide them with more than enough undeniable proof that you are the expert and you can help them achieve their objectives.

When this is accomplished you will quickly see the flow of free subscribers become buyers.

May the Truth Set You Free!