

# The Crescendo Follow-Up Example

**Follow-up #1: Get audios into people's hands, get them to consume information, remind them to sign-up.**

Hi {!firstname\_fix},

Just a quick note to say the audios of tonight's call on Testing and Tracking Your Advertising are available online, and via 'instant playback' (a cool new technology).

To access it with your telephone, just call 512-404-1225. You don't need any special codes or passwords, it'll start playing right away, and you can hear the whole thing.

We also have it available in MP3 format via download. Just head over to...

<http://www.cyberwave.com/testing>

You can save it to your hard drive, or burn to an MP3 if you like so you can listen to it offline.

Speak with you soon, and happy testing!

Alex and Jonathan

**Follow-up #2: Reestablish credibility, offer content and resources, remind prospect of event, create scarcity.**

Hi {!firstname\_fix},

We wanted to follow up with the URLs of some of the tracking tools discussed on the Teleconference the other day.

You can use these to start tracking your ad campaigns right away, and the first one is free:

[EasyOnlineSales.com](http://www.easyonlinesales.com)

This is a complete e-commerce system, which includes autoresponders, affiliate management, shopping cart, recurring billing, and most important, ad tracking. The system tracks clicks, actions (like opt-ins), and of course, sales. It also includes a three-way split testing option so you can see which Web page pulls the most revenue. You can try it free for 30 days at:

<http://www.easyonlinesales.com>

## ProAnalyzer

This is a tracking script that goes on your server, and tracks clicks, actions, and sales. It also has a three-way split testing option. It's available for \$97 at:

<http://www.proanalyzer.com/>

## AWeber Autoresponders

We didn't mention it on the call, but AWeber just added a tracking function that calculates both clicks, and open rate (how many people opened your e-mail). This is very handy to test subject lines, something we'll be discussing in detail on the calls next week. AWeber is \$19.95 a month:

<http://www.aweber.com/?1668>

So far, the Teleclinic is filling up fast {!firstname\_fix}. Make sure pick up your reservation before Tuesday to take advantage of the special pricing, and so you can ask your specific tracking questions.

Just head over to:

<http://www.cyberwave.com/testing/>

These are going to be fun, informative sessions, and we hope you join us.

Alex and Jonathan

**Follow-up #3: Many reasons to buy, restatement of the benefits presented in a Q and A style sales letter, review of value proposition, compare and contrast with other "investments," and overcoming of common objections.**

Hello Jonathan,

A few people contacted us about the Testing and Tracking Teleclinic this week, and asked whether or not it really necessary they attend.

Some wonder if testing and tracking are that important, and a few commented that their business isn't big enough to take advantage of the techniques we'll be teaching.

Therefore, we decided to answer the main concerns in this e-mail so you absolutely know how important this Teleclinic is...

Q: Is this *\*really\** important for my business?

A: The fact is, being able to clearly and accurately measure the profitability of your advertising is THE MOST CRITICAL part of both growing your sales, and staying in business. There are two reasons why:

\*\* We learned a long time ago that it's senseless to invest a dollar in marketing, only to make the dollar back in return. Your goal has to make something more than a dollar. Even if it's \$1.05 or \$1.10. This may not sound like a lot, but then, compared with the return many of us get on our investments, turning a buck into \$1.05 every month is equivalent to earning 60% annually on your money. And of course, many of the Response Modifiers(tm) we'll teach you allow you to increase profits by 25%, 50%, or more.

\*\* One of the things we'll cover in the Teleclinic is "scale." That means being able to take the additional profit that tracking gives you, and figuring out how to do it a hundred, a thousand, even ten thousand times. Many of our biggest clients are in the six-figure club, and we don't mean six-figures a year. We mean six-figures a week, or even a day. That's 10 million to 30 million dollars a year folks, and the only reason they got that big is they figured out early in the game the \*secret\* of scaling their profits.

Q: My business is tiny; we only make a few sales and get less than 100 visitors a day. How can these techniques help me?

A: If you are a small business, with \$10,000 to \$50,000 a year in sales, you need these techniques now! The only way to breakthrough to the big time is to figure out where both your opportunities and your shortcomings lie. And the only way to do that is to understand beyond a shadow of a doubt which marketing investments make money, and which lose money.

This Teleclinic teaches you how to find out, and it's the ONLY curriculum that actually gives you concrete methods to increase your advertising efficiency with our proven Response Modifiers(tm). Remember this, Alex makes about \$10,000 a month with less than 100 visitors a day on just one of his sites. If you want results like this, you must attend the Teleclinic.

Q: What if I'm too busy to test all this stuff?

A: There are only two reasons not to test, and we'll help you shatter both of those right now:

\*\* Too busy: If you are too busy, and it seems your day is filled with endless tasks, here's how to give yourself an immediate raise and take a break at the same time! Attend the Teleclinic and you'll learn how to sell up to 100% more efficiently, giving you more money for the same work, and more free time to do what you want. You'll increase both your understanding of the market, and the cash flowing into your bank account by finally knowing once and for all which marketing methods are efficient, and which are time sucks.

\*\* Too lazy: Contrary to popular belief, lazy is a good thing. It means you hate to do unnecessary work, and you'd rather take the day off. Testing and tracking is the easiest way to take a nice long vacation from your business, since the stronger your sales process, the more money will be in the bank when you get back! In fact, the only way to be both lazy and successful is to know exactly what works in your business. You can either figure it out once and relax, or spend every day trying something new, without really knowing the effect on your sales and profits.

Listen, the skills you'll learn in this Teleclinic are the most important part of building a successful business since no matter what marketing techniques you are using...

- o Audio presentations
- o Follow-up mailings
- o Headline tests
- o Continuity programs
- o Bonuses
- o Pricing
- o Deadlines
- o Guarantees

... or any of the other 50+ Response Modifiers(tm) you'll learn. None are worth a hill of beans if you don't know their true effect on profits!

The techniques in this Teleclinic should be the *\*first\** thing you learn in your marketing career, and if you are already in business, they should be the *\*next\** thing you learn.

Before you do anything else!

Before you buy one more e-book, or try one more new method, or listen to one more seminar presentation, or buy another ad. When you complete the training, you'll be able to take \*any\* Response Modifier(tm) and know exactly whether or not you'll make money!

Join us for two amazing sessions this week, and of course, if there's any doubt this will help you, there's no charge since we have a 365-day satisfaction guarantee.

Do it now Jonathan, before your competitor does! Just head to:

<http://www.cyberwave.com/testing/>

Respectfully Submitted,

Alex and Jonathan

## **Follow-up #4: Credibility + scarcity + deadline = HUGE RESPONSE!**

Hello {!firstname\_fix},

Later on today, Tuesday, November 18th, at 8 PM Eastern, we will have the first session of our Testing and Tracking Teleclinic.

We noticed you haven't yet signed up, and wanted to give you one final chance to get in on this opportunity to...

\*\* Know beyond a shadow of a doubt which ad techniques make money, and which are duds.

\*\* Discover over 50 ways to increase your visitor values, conversion rates, and online profits.

and finally...

\*\* Learn how to scale up your promotions so you too can join the elite "six figure" club.

Listen {!firstname\_fix}, over the past ten years, we've tested literally thousands of online and offline ads, and we've developed a unique system for measuring profitability that shows you beyond a shadow of a doubt what works and what doesn't.

In fact, here are some stats about the past few months that solidify our credibility, and ensure we are the most qualified people to teach you this information:

Jonathan Mizel: In the past 60 days, Jonathan has tested 67 different e-mail ad campaigns that went to over 50 million recipients. From these mailings, he generated the following results:

\*\* 112,000 Unique Visitors

\*\* 74,000 Subscribers

\*\* 2,670 Sales

If you are doing better than this, we bet you still pick up some great techniques. If not, plan to attend and see exactly how he did it.

Alex Mandossian: In the past 60 days, Alex used the Response Modifiers(tm) we'll cover in the Teleclinic to take a site with a visitor value of zero, and bring it up to over seven dollars! He also developed a NEW Response Modifier(tm) that took an \$0.87 investment, and multiplied it over 12,000%, generating over \$110 per customer!

You can register right now by simply heading to:

<http://www.cyberwave.com/testing>

This is going to be fun, and of course, you are guaranteed to pick up some hot new ideas, or there's no charge!

Respectfully Submitted,

Alex and Jonathan

**Follow-up #5: For those who missed the Teleclinic, this piece used a combination of discount appeal and deadline to generate an extra 40 sales!**

Hello Jules,

Last week, we had the first ever Teleclinic on testing and tracking your online advertising. This breakthrough event changed the way many entrepreneurs look at their business, and gave them the tools and techniques to dramatically increase their profitability.

We noticed you didn't sign up for the Teleclinic, and wanted to give you one last chance to pick up this information so you can finally...

- \*\* Know beyond a shadow of a doubt which ad techniques make money, and which are duds.
- \*\* Discover over 50 ways to increase your visitor values, conversion rates, and online profits.
- \*\* Learn how to scale up your promotions so you too can join the elite "six figure" club.

Listen Jules, over the past ten years, we've tested literally thousands of online and offline ads, and we've developed a unique system for measuring profitability that shows you what works and what doesn't.

And if you decide to join us \*before\* Friday, December 5th, 2003, you can learn the same strategies all the other attendees learned, and you'll save \$30 off the normal price of this amazing course.

This is really a drop in the bucket compared to what you can earn using these techniques, and if you are a serious business owner, we encourage you to pick up this package now, before the price increases! Just head to:

<http://www.cyberwave.com/testing>

Of course, you are guaranteed to pick up some hot new ideas, or there's no charge!

Respectfully Submitted,

Alex and Jonathan

PS: Take a look at some of the comments from attendees by heading to:

<http://www.cyberwave.com/testing>