



One Simple Change - Increase Optins, Adsense and Customer Loyalty



Introduction

If you are having problems with building a list of prospects, then I would strongly advise that you read this report all the way through as I am going to explain some innovative tactics which I have been using successfully and I have not seen discussed anywhere else.

Even if you are not having problems building a list, I guarantee that by reading further you will increase your list-building results.

If your reaction to the previous paragraph was something along the lines of:

"But who really needs a list anyway?"

then I just want to say a few words about the importance of building your own list whenever you are doing any marketing online (or indeed offline).



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Why Have a List?

Having a list gives you control. It means that you can reach a large number of prospects very easily whenever you want to. It also gives you an opportunity to build a relationship with your prospects as with each email that you send, people feel that they are getting to know you better.

We are told that a prospect needs on average 7 contacts before they are in a buying mood. The only way that you are going to be able to create that 'buying mood' is if you have a method of being able to contact them and create the important interaction.

If you have a salespage which has a sales conversion of 10% (which is extremely high), you are losing 90% of your visitors straight away if they do not purchase. By capturing their contact details, you are giving yourself a great opportunity to increase the percentage of sales that are made.

On the internet, having a list of leads is King and this is what you must be aiming towards if you want to be successful at marketing online.



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Online and Offline

Let me just sidetrack slightly by saying that although I am using a salespage as an example, the same importance of a list can apply to almost any marketing that you do both online and offline.

The obvious offline example is a store that gives you huge discounts if you have a store card. One of the major reasons that they do this is because it means that they will have your contact details and will be able to market to you again and again.

Online, the importance of building a list also applies when you are doing Adsense or affiliate marketing as we shall soon see...



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Subscription Form Models

Up until recently I have used four models which enable me to catch prospects' details online.

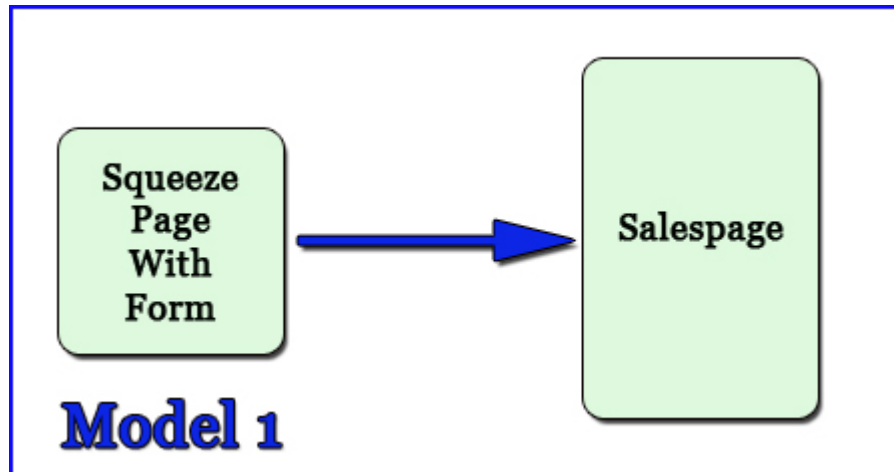
Subscription Form Model 1.

Send someone to a separate page which has a form where they are asked to fill in their name and email address in exchange for a free report. If they fill in their details then they are redirected to a salespage. They also receive an email which will direct them back to the salespage.

Depending on the campaign there may also be further follow up emails which tell them about the main product or related products.

The main problem with this method is that if somebody does not fill in their details then they will never even be exposed to your sales message. This means that not only are you losing a lead, but you are also losing a potential customer.

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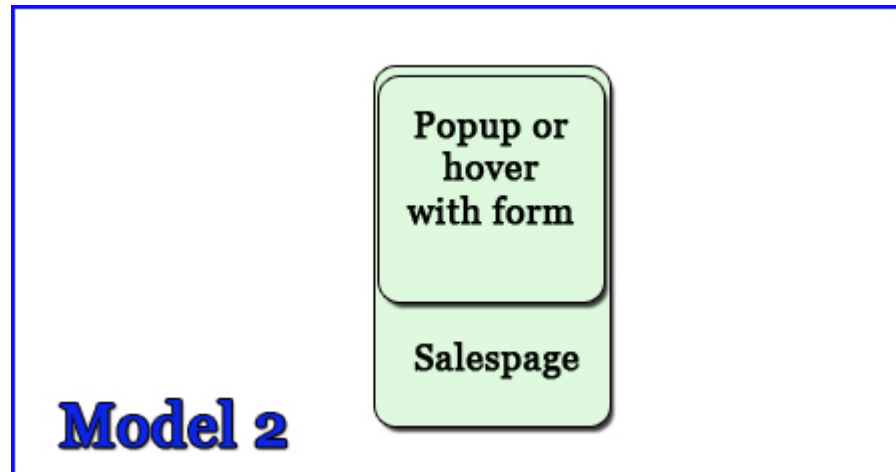


Subscription Form Model 2.

Have a hover form or a popup ad on the salespage itself. I have found that this dramatically reduces sales ratios on the first time visit. Although prospects may purchase on subsequent visits through your follow-up series, overall your sales ratio decreases with this tactic more than if you didn't have a squeeze page at all. Another problem with this method is that you are not allowed to have a pop-up on a page which receives traffic from Adwords. This means that if you are using Adwords to send traffic then this will not be an option for you.

In addition, I am yet to find a solution which works successfully on all browsers without being blocked. IE7 is quite brutal!

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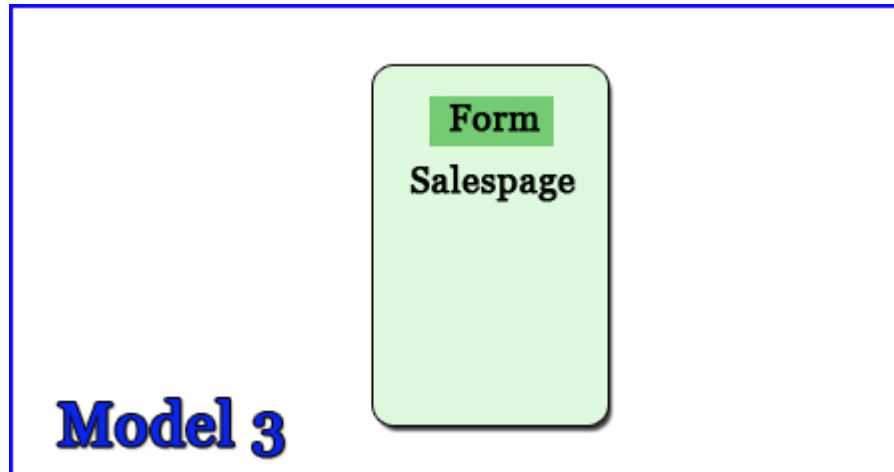
Subscription Form Model 3.

Have a form within the body of the actual salespage. Although this fits in with the rules of Adwords and is not annoying for a visitor, I have found that this also decreases sales.

Just to clarify the mechanism of this model, a prospect comes to your salespage and at some point on that page they are given the opportunity to fill in their name and email address in exchange for a free report (for example). Once they submit their details they are redirected back to the place in the salespage.

In theory this can work very well. However, in practice this has produced the worst results of the three so far for me as it creates a massive obstruction in the flow of the visitor reading your salesletter.

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Subscription Form Model 4.

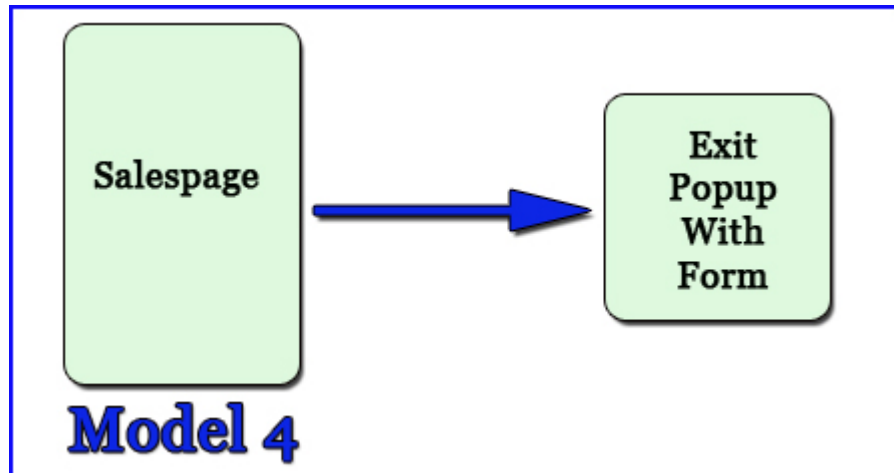
Have an exit popup. What this means is that when someone leaves your salespage, they are presented with a popup which attempts to capture their details.

In theory this is a great option because you have lost the sale anyway on this visit so why not get their details to try again?

My experience with exit popups has been that an extremely low percentage of people actually enter their details. This may be because they are blocked by many browsers, or may be because once people want to leave they don't want to be bothered by filling in a form for something which they already know that they are not interested in.

In a similar vein, I have found that the chances of converting someone you capture from your exit pop-up is extremely low.

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So What is the Solution?!

I have been experimenting very successfully with a new type of form. It is called a Phantom Optin Form. You really need to see it in action to understand exactly how it works, but for the moment let me describe the model which I have been using.

Someone comes to your salespage and sees your headline and a few paragraphs which are designed to really suck your prospect in. They want to find out more. They are then presented with a form within the page and told that if they fill in the form then they will receive a free product. It is especially powerful if this is complementary to the main product.

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The diagram shows a layout for a Phantom Optins form. On the left, there is a light green rounded rectangle containing the text "Headline" in red, "Salespage Start" in black, and a darker green box with "Phantom Opin Form" in black. To the right of this box is the text "Phantom Optins" in a large, blue, bold, serif font.



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At this point, they have been pulled in by your headline and the beginning of your salesletter and actually want to find out more about what you have to say.

If you have managed to get them to this state, then they have two options. One is to give you fake details in which case you haven't lost anything, but at least they haven't left. Or the alternative is that they give you their correct details in which case you can carry on marketing to them by email as well as them reading the rest of your salespage.

Once they have filled in their details, the form fades away and the rest of your salesletter fades in. It is a really cool effect and you have to see it to really understand just how powerful it is.

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The diagram illustrates the layout of a sales page for Phantom Optins. It features a central blue-bordered box containing a light green rounded rectangle on the left and the text 'Phantom Optins' on the right. The light green box is divided into three sections: a top section with the word 'Headline' in red, a middle section with 'Salespage Start' in black, and a bottom section with 'Salespage Continuation' in black.

The really cool thing about this is that your prospect never leaves your salespage so their flow is in no way interrupted!



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The other great thing is that you can put into play what Robert Cialdini calls the law of reciprocation.

- They have given you their details
- You have given them a free gift
- You tell them you have given them a free gift and that they should carry on reading

Whether they genuinely do or not, they feel that they owe you something and because of this, the chances of them reading through your salesletter and ultimately buying something are very high.

In addition, you have put them in a positive state of mind by showing them something that is pleasant to watch. I have actually had several people fill their details into the form several times just so that they can see the effect and how it works!

The way that this form works does not act as a distraction, but as you will see actually causes a natural lead-on for the prospect to read the rest of the salesletter. This is in direct contrast to the model 3 above which does interrupt the flow.



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Real Results

My tests so far have shown that sales are increased on a first visit by having this form on the page. This may be caused by the fact that it is new and innovative and therefore will decrease over time, but this is yet to be seen and my guess is that it will stay increased.

Obviously, subsequent sales have also increased because it allows me to have further contact.

If you would like to see how the Phantom Optin Form works, then you can see it in action at:

<http://www.phantomoptins.com>



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Increasing Adsense Revenue

You have probably heard of reverse squeeze pages. This is when you give information to a prospect and then if they want more info then they have to give you their contact details.

I have been doing this for a while using a conventional form which when they fill it in they receive a free ebook on the topic that they are reading. I have recently been experimenting with this by using a Phantom Optin form on the content page.

A visitor comes to the page where there is a large Adsense block and then half an article and then a Phantom Optin form below it. If they want to read more of the article then they fill in their details.

At this point, two things can happen which will be for your benefit. One is that they don't want to give you their details but instead click on your ad. The other is that they give you their details (result!) and carry on reading your article. In both



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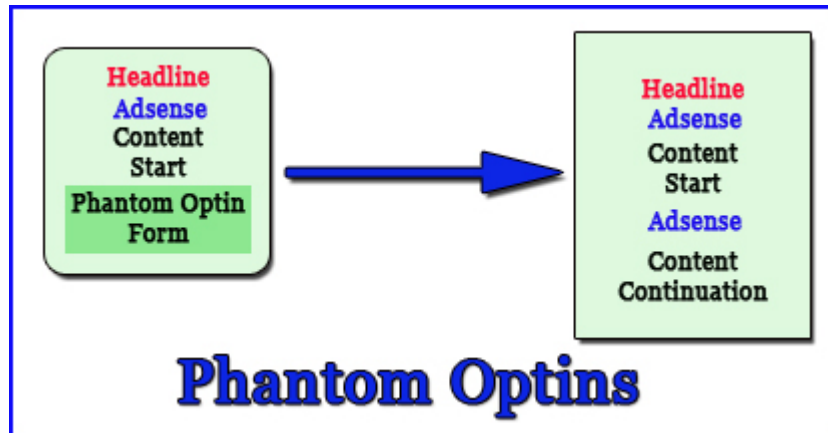


scenarios you have gained something and decreased the chance of a visitor leaving your site without giving you anything at all.

It is too early to tell if this has an effect on return visitors, but so far both AdSense revenue and subscribers is way up.

As an aside, if you are going to put the above into practice make sure that you plant a cookie (or use some other method) so that your visitor doesn't see your form again once they have signed up or else this could actually decrease your visitors' experience.

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In Conclusion

I guess I wrote this report because I wanted you to take a few things away from it:

1. You must start building your list.
 - if you have an Adsense site use the reverse squeeze method or at least have some form on there
 - if you are selling a product then ensure that you capture all leads that come to your salespage so that you can market to them again
 - if you are doing affiliate marketing then look at options of how to capture their details before sending them to the ultimate salespage
2. There is more than one way to 'skin a cat'! You should always be experimenting with different ways to increase your signups and ultimately your revenue. Although it may be boring or tedious, you must test (and then test again)
3. I have had tremendous success using Phantom Optins. Not only does it look cool, but it has also increased my optins and sales. You should try it also.



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A Bit More of a Conclusion:

- If you have any comments, questions or suggestions about this report or want to view the latest version, please visit my blog at:
<http://clarifywithben.com/blog/emails/one-simple-change>
- If you want to get in touch with me, please go to:
<http://www.replytoben.com>
- If you want to see how Phantom Optins works or to purchase the latest version, please go to: <http://www.phantomoptins.com>

I hope that you continue to have a great day and are as excited by my results with [Phantom Optins](#) as I am!

Best Wishes,
Ben Shaffer
January 2008