

FOLLOW UP CHEAT SHEET

21 WAYS TO CONVERT NEW
LEADS INTO SALES FAST



WRITTEN BY:
JONAS NIELSEN

WWW.MARKETINGWITHJONAS.COM

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Creating a follow up sequence for your new leads can be frustrating when you don't know what to write. As a marketer, it's your job to convert your leads into sales fast so you can recoup your advertising costs and make profits as quickly as possible. Most marketers are doing the follow up completely wrong and this is the reason why they lose money and don't see any sustainable results.

Your follow up sequence has to do with anything that moves your prospect closer to a buying decision with you and making them purchase what you're selling while at the same time helping your leads get closer to their desired outcome.

Studies show that the best way to follow up with prospects is via email, which is what we're going to be focusing on in this cheat sheet.

Use this guide to craft your follow up sequence for your new leads so you can start seeing sales pour into your accounts FAST.

Before we get into all the ways you can effectively follow up with your new leads to make sales,, here are 5 crucial key points you have to keep in mind:

5 Crucial Key Points

1. Know who you are marketing to

Who is your audience and what's their biggest frustrations? Knowing why they're on your list in the first place is super important because it will determine how you should be following up with those leads.

For example, if they opt-in to your list to get learn about how to make money online with email, you'll want your follow up emails to focus around this topic as that's where they have their attention at that moment.

2. Lead with value

Leading with value means that the first interaction should be positive for your prospective buyer. If what you're communicating to your prospect isn't valuable to them, they're going to leave right away. We're going to get more into what "value" really is later in this guide.

3. Don't be afraid to tell your leads to go buy right now

As a marketer, you must "make the move" and tell your leads to go buy what you're offering here and there. If you don't, not only are you not going to make the sales you need, but you will also condition your list to never buy from you.

Just like how the "nice guy" gets friend-zoned for not making any moves, your list can "freebie-zone" you if you don't make any offers.

4. Stand out

Your leads will most certainly be on at least 10 other marketers email list fighting for their attention. The best way to stand out is to be the guy (or girl) that in the mind of your lead is most likely to help them get closer to their outcomes.

Building that connection with your lead is best and most easily done by giving a great first impression. In other words, you want to make sure that you lead with value and make them realize that you understand the problem/frustrations they are facing, and that you can help them solve it.

5. Warning:

These won't work unless your funnel includes all the components of a self-liquidating funnel. To master the art of self-liquidating your funnel, make sure to get Funnellogics at <https://funnellogics.com>

9 Types of Follow Up Emails

Sending the right type of emails (especially in the beginning) can be the difference between a lot of sales, and no sales at all. Each one of these types of emails have their place, but it's important you understand their role and when to use them.

The First Email aka *The 'Welcome' Email*

This is the most important email in your follow up sequence. This email will get the most open and clicks and is your chance to set the tone for the rest of your sequence.

It's important that you realize that at this stage, while they are engaged and 'in the moment', they also don't know you yet and most importantly, they do not care about you at this stage.

Because of this, it's best to keep the first email very short and to the point, without trying to do too much at once.

Something like this works really well:

"Hey firstname,

Thanks for checking out my website.

Here's the free thing you requested:

⇒ <Link to free thing>

Check it out while it's still fresh in your mind, I'll ask you some questions about it later.

Talk soon

Your name

The most important thing about your first email, is that you give your new lead what he/she requested, and that you're hinting or telling about the fact that you'll be sending more emails soon.

The ‘Did you see this?’ Email *aka the reminder email*

This email is pretty straight forward. It goes something like this:

“Hey firstname, did you see this?

Just wanted to make sure you got it as I didn’t hear from you yesterday.

Here it is:

<link>

Cheers,
Your name”

This email is great to use as your second email after the “first email”, but can be used anywhere else where it makes sense.

The Content Email

The content email is the type of email that establish authority and aims to educate or teach something either in the email itself or via your blog/website.

In most cases, you’ll want to use this email to let your prospect know that you got a great piece of content on your website/blog and that they should click the link to check it out.

That said, you can also keep everything within the email as long as your content is text/image only and doesn’t include any video or audio.

For the most part, I would recommend hosting your content on your website/blog and send them to that place with a short teaser like this:

“Hey firstname,

I just updated my blog with this new cool video that shows you _____”

Check it out and let me know what you think:

<Insert Image of Video Thumbnail>

<Insert link to check out the post>

It’s a short one but I bet you’ll love it!

Talk soon,
Your Name”

While creating videos or blog posts can be time consuming, I highly recommend having at least a few of this in your sequence to establish yourself as the authority in your niche.

The Offer Email *aka the pitch email*

Most marketers only do this type of email in hopes of squeezing out as many sales as possible. While you can make sales with this approach, it's not as profitable because you'll quickly burn out your list and they'll stop paying attention to you if all you do is pitch, without providing any value.

That said, if you don't make any offers, you're shooting yourself in the foot by leaving money on the table AND risking ending yourself up in the “freebie zone”

Here's an example of an “offer email” or “pitch email”.

“Does the thought of <insert appealing outcome here> sound appealing?”

How about <insert another appealing outcome here>?”

If so, you should see this powerful, but simple <thing> that ANYONE can do, no matter <insert objections that your audience may think will limit them>

This is PERFECT for <insert target audience>, but also works great for <alternative audience>

The reason is because it requires <insert big limitation like “zero online marketing skills”>

This <insert thing being pitched, i.e. method/strategy/software/book can instantly <insert desired outcome> and doesn't require:

- 1) <Insert thing they don't want to do>
- 2) <Insert another thing they don't want to do>
- 3) <Insert another thing they don't want to do>
- 4) <Insert another thing they don't want to do>

The secret to this <thing> is that it <insert cool benefit to your offer> (i.e: system does all of the heavy lifting FOR YOU!)

Do yourself a favor and...

Click here to check it out”

The offer email (pitch email) usually includes some sort of promise for a specific target audience, while removing any doubt or uncertainty that the offer may not work for them. Bullet points are also great to use because it captures attention and it's easy to scan.

Please note that there are many ways to create an offer email.

For more examples, please see additional resource here.

The Clickbait Email *aka the curiosity email*

This email is easy to create and usually gets the most click-throughs. However, if you overuse this email you're going to burn out your list and your response rates will drop.

That said, you can use this email in a positive way when you want to drive a lot of clicks to something valuable like a blog post, video, case study, free gift or anything like that.

Most marketers use this email to send traffic to their offer, and while it's certainly works and can make you a lot of sales, it does come with a negative consequence if that's all you do.

Here's an example of a typical clickbait email in the Make Money Online niche.

“Whatever you do please do not share this...

--> This is Very Confidential

(coming down soon)

Please keep this to yourself!

Talk soon,”

Here's another example:

"I wanted to make sure you were
first in line...

~> Be The First HERE!

(if you're not first, you're last)

This is helping so many people
crush it online!

Cheers,"

These type of curiosity based emails can be effective to a new audience, as long as it's done in moderation and not abused. Too many of these emails and you'll quickly lose the "goodwill" you've been building up with your list as these emails provide no value what-so-ever.

The Question Email

Sometimes you're not exactly sure of what your market thinks, so ask them a question! You will be surprised how many people will respond to a question email, giving you free insight into how your audience thinks and what they are dealing with.

Here's an example of a question email:

"Hey firstname, quick question

What's the #1 challenge you're dealing with right now when it comes to making money online as an affiliate?

A quick line or two would be great!"

Please note that this email should not include any links.

The Story Email *aka the entertainment email*

Stories are powerful. I remember a time back in 2013 when I just got involved in this business opportunity ran by 2 ex-homeless guys, who had been in very miserable situations, one living in a van and the other guy addicted to

drugs. Somehow, both these 2 guys had risen from the bottom, to the top. I was amazed at the time because as they told their stories, I realized that you don't have to be someone special with a crazy rags to riches story, you simply have to have the courage to tell the story you already got in you.

How did I come to this conclusion?

You see, when you surround yourself with people who are where you want to be, you quickly start seeing how it all works out. Regular, boring average people join online businesses and start making money online. Single moms learning marketing and quitting their day jobs. You start seeing the bigger picture and realize that the freedom you're looking for is right inside you, you just gotta dig it up and share it with the world.


The Free Gift Email

If you happen to come across something cool, free and valuable that you can give to your audience for free, you can send them a so called 'free gift' email.

The point of this email is to give a valuable surprise and overdeliver in their expectation from you, however, you don't want to do this often.

In fact, if you send out too many of these emails, you'll quickly condition your list to only seek free stuff from you, which defeats the purpose.

Want to **increase your chance** of converting new leads into sales FAST?

Get  **funnellogics** to make sure that you've got a self-liquidating funnel setup with our **done-for-you funnels!**

Click Here To Get It Now

The Indoctrination Bridge Page

One of the best ways to build know, like and trust right away, is to incorporate a bridge page featuring you, right after your subscribers opt-in to your list. The purpose of this page is to make a great first impression and presell the offer you're promoting. This page is to be put after your squeeze page for those who opt-in to your list.

The indoctrination bridge page can include a video of yourself or can simply be text, but it should feature you. That said,, your message should still be focused on your new lead and what is in it for them, but introducing you to your new lead will make it easier for your lead to trust that you're the real deal and will increase your open rates for all your future emails as doing this will make you stand out from the rest of the marketing crowd who just send people to an affiliate offer after opting in.

A few tips on creating an indoctrination bridge page:

1. Thank them for opting in.
2. Briefly introduce yourself
3. Tell them you've sent the thing to their email address
4. Preframe your offer and tell them to click the link below

Problem, Agitate, Solve

This "PAS Formula" is an old-school copywriting formula that has stood the test of time and still works to this day.

Here's how it works:

1. Problem: This is where you identify and speak of a problem that your audience is commonly dealing with
2. Agitate: Blow it up, pour salt into the wound, make the problem seem like a bigger deal than they thought it were.
3. Present them with the solution (your offer)

That's it! This does require some basic copywriting skills. Please check the resource section at the end of this cheat sheet to get a free training on how become great at writing copy even if you hate writing.

Stories

Facts tell and stories sell. The powerful thing about stories is that not only does stories capture attention and makes you want to hear where it's going, but they are also a form of entertainment that your prospects would love to get distracted by (unlike another sales message that makes your prospect go "oh that's a pitch")

Write about your day, or something that happened, and try to find the angle to segway into your offer at the end of the story.

5 Part Mini Video Series

This is one of my favorite ways to build a ton of authority, goodwill and sales all at once. What you do here is that you create 5 videos, each of them under 5 minutes long, and you add them to your follow-up sequence 1 day apart. This means that your leads will get 5 mini videos from you in 5 days.

All these videos should include a call to action at the end, sending them to the product you're promoting.

An example of a 5 part mini video series could be "The 5 Keys To Online Success", "5 Ways To Build Your List" or you can give your mini video series a cool name and creative name like "Conversion Cash Class".

In other words, you compile a list of 5 tips and make a quick video of you talking about these tips, one-by-one.

Your leads will look forward to your emails and if you're providing helpful information, you will stand out in the inbox as an authority in your niche.

Videos

What's the quickest and easiest way to instantly build know, like and trust online? The answer is simple; video. With video, you're able to connect much more intimately with your audience as they can hear your voice, tonality, volume, pitch AND see your body language, facial expressions and what you look like (if you're recording a video with a camera and not just a screen-capture)

Start recording yourself if you're not already, and get some practice with being comfortable on video. Once you're comfortable (which you will be quickly), send out an email using the "content email" style and send them to your video.

Videos has been proven to increase conversions and you'll see that too once you start using videos in your follow up sequence.

Bonuses

Adding bonus offers to the product you're promoting is like giving an ethical bribe for making a purchase. This tactic is great because it can help push people over the edge and is beneficial for everybody.

The best bonuses compliment the product you're selling and makes the offer complete. Don't be afraid of adding multiple bonuses to your offers and overdeliver in terms of value.

The Product Review

Record your screen going through the members area of the product you're promoting. Show them what they will get if they buy the product.

Case Studies

Case studies are a cool marketing tool you can use to sell your product in a cool non-pitchy way. In its essence, a case study is really just content focused around a specific result that your product helped somebody to attain. If this result is of interest to your prospective buyer, he/she will consume the case study to learn how to get similar results and will thank you for showing them.

Scarcity

Adding an element of scarcity to your marketing does wonders for your conversion rates. People tend to procrastinate until the very last moment until the deadline is near and they have no choice. By adding deadlines (real ones, not fake scarcity) you'll force your prospects to make a decision, whether that be a yes or a no. In return, the people who were on the edge will appreciate that you helped them get over the final stage of procrastination and you'll see an incredible boost in sales as well.

The P.S. Call To Action

In any of your emails, you can add a simply "P.S. Pitch" or Call to action to go check out your offer without coming across as salesy or obnoxious. It doesn't matter what type of email you add this to as long as the call to action makes sense and is somewhat congruent to the topic of the main part of the email.

An example would be "P.S. - I wanted to also make sure you saw this video about how to _____, it's coming down soon so better check it now while you can."

Open Loops

An open loop is when you start a story or anything being spoken, but hold off on finishing right away. Instead, the open loops act as a “cliffhanger” like the TV shows you watch on Netflix that always dramatises events at the end of the show, only to leave you hanging wanting more.

You can do this with email too, by adding an open loop and having your subscribers wish for you to send the next email that supposedly will be reveal what you didn't finish.

Side note: The “open loop” has to be interesting enough for people to be annoyed that you don't share it right away, like a captivating story, “secret” or anything that spikes curiosity if your audience. Also, don't forget to actually close the loop again as not doing so will it seem like you're tricking them and not following through on your promises.

That said, it's a powerful little technique to keep engagement high and make you remembered for good.

Write Your Own Emails

The easiest way to fill up your autoresponder sequence with emails would for sure be to just copy + paste some prewritten emails and hope that they convert as well as you've been told. While I'm all for simplicity and ease, it's important that you understand the dangers of using other people's old, saturated email swipes.

First, if the emails you're copying from someone else have been using these exact same emails for a prolonged time, or if others have used them again and again, you'll likely see that their effectiveness is not as high as it used to be.

The reason for this is not only that your subscribers may have read the exact same or similar email, which makes your reader opt-out mentally and categorize you as “just everyone else”, but sending regurgitated emails can affect your email reputation and make your emails end up in the spam folder.

Second danger of using other people's emails, is that "your tone" comes across inconsistent and unauthentic if you use other people's emails.

This can make your readers feel like something is off about you, like they don't completely trust you, but they can't quite point out what it is because it's so subtle.

If you are going to use other people's emails, make sure to tweak them to your own tone and make them your own.

Be Vulnerable

One of the best ways to build trust is to share one of your weaknesses with your audience. It doesn't have to be this tell-all emotional weakness you've been dealing with for years. Something as simple as telling your subscribers that you are not comfortable on video but choose to do it anyway because you want to get better at it would be a great example.

Opening up and being vulnerable instinctively invites your reader/listener to connect with you and will want to reciprocate by sharing one of their vulnerabilities too.

If you can do this early on, you'll see your subscribers are paying more attention to you because of the connection you've built, which will result in more opens, clicks and yes, sales too.

Use Curiosity to Your Advantage

It's human nature to be curious. I'm sure one of the reasons why you're reading this cheat sheet is because you were curious about what the 21 ways to convert new leads into sales fast, really included.

Curiosity always gets attention, it gets your readers to open the email, it gets your readers to click the link in your emails...

More opens and more clicks ultimately means more sales...

However, curiosity alone usually don't get the sale, so make sure use curiosity in an honest way so people don't feel cheated like the typical clickbait articles/videos usually do.

Find Multiple Angles and Use Them All

Once you get more advanced, you'll notice how great marketing really is all about finding the right angles. There's only so many times you can keep telling your potential buyers about how awesome your product is.

The key to continuously market your products (especially if you are only promoting a handful of products) is to explore the angles.

Here's an example:

Say you're promoting a membership site that includes a variety of stuff. Maybe it includes training, done-for-you components, live group coaching and a Facebook private community group.

The amateur marketer will try and sell all the benefits every single time, all at once.

The smart successful marketer realizes that each of these benefits or components to your product, is a great marketing angle.

In this case, your content piece (marketing angle) could be centered around the community aspect and why that's one of the most important factors to success, and then from there, segway into talking about your product from that angle.

Simply key in with laser focus on each angle and forget about trying to sell everything to everyone. Your sales page should do the selling - you should do the marketing, using marketing angles.

Show Results

Showcasing results in your emails not only inspires people, but it associates YOU with these results. If you're in the Make Money Online niche, it's a good idea to show screenshots of affiliate commissions being made or any other type of results that you, or someone else has obtained through whatever means.

Yes, if you don't have any results for yourself, you can still use other people's results and talk about how they have been able to do it. This doesn't devalue you as a marketer, in fact, most marketers don't showcase enough results, and frankly, your subscribers mostly care about themselves, so whether or not the results come from you or someone else, doesn't matter much.

Disqualify

Disqualifying your leads is a great way to convert new leads into sales. Most subscribers are used to getting emails that talk about how each new program that they're supposed to buy works for everyone... When you write emails that pinpoint reason why something is not for them, it weeds out the people who weren't going to buy anyway, and it makes your ideal customer respect you more because you're being real and letting them know that whatever you're offering isn't for everyone.

Consistency

Actions speak louder than words, and that's why being consistent in your email marketing is key. Your leads may not open up every email of yours, but if you keep emailing them, they'll still notice your name in their inbox, and notice how consistent you are with your mailings.

This speaks to them on a subconscious level, because the fact that you're writing emails to them on a daily, or sub-daily basis, communicates that what you've got to share has value, and you're not apologetic about your constant contact in emailing them.

Be Personal

Try to always share a bit of your personality with your list as you write your emails. It can be as little as whether or not you like pineapple on pizza or not. But letting people into your world opens up the doors for them to connect with you on a personal level which is super important as it builds trusts, and makes it easy for you to make the sale.

Painting a Picture With Analogies

If you can paint a picture that describes the point you're trying to make with your email, then it's usually best to go for that option. This simply means making comparisons to your offer, product, service or anything else that and something else. For example, I like to use the car analogy, and how when you first learn how to drive, it's very overwhelming... You have to keep in mind the rules of the road, while keeping an eye on the road in front of you, in the rear-view mirror, side-mirrors, with your right foot on the gas pedacæ and your left foot ready for the clutch or the brakes, depending on what's gonna happen next. Not to mention how you have to put a conscious effort into shifting from one gear to another, pressing the clutch and the gas pedal just precisely right in opposite directions at the same time in order to execute a smooth shift. I remember how hard that was! At first, all this is super overwhelming for a brand new driver, but as you get experience, and as you practice, it gets easier and easier. In fact, it gets so easy that it becomes second nature, and you can start multitasking while you drive, like listening to music, talking on the phone, or eat a sandwich, without driving any worse, because now it's as easy as walking, you do it automatically without even thinking about it.

That's exactly how affiliate marketing is too. It's super overwhelming in the beginning, but as you get more experience, as you get results, it's become easier and easier, to the point where you'll be getting commissions automatically, on autopilot without much effort because you've got systems set up to do the heavy lifting for you.

You see what I did there?

You talk about something, and then segway into your offer, and tell your subscriber to click the link to check out what it's all about.

Resources To Get Faster Results

This cheat sheet just scratches the surface on email marketing and following up with new leads. For total mastery to get real results fast, I recommend the following programs:

Funnellogics: Done-For-You 'Self-Liquidating Funnels'


Highly recommended: [Click here to get it now](#)

1-on-1 Coaching with [Jonas Nielsen](#)

I also offer 1-on-1 coaching for a very affordable price as part a marketing test. This means you'll be getting a great deal if you're looking for more in-depth personal coaching to take your business to the next level.

Highly recommended: [Click here to check it out](#)

Want to **increase your chance** of converting new leads into sales FAST?

Get  **funnellogics** to make sure that you've got a self-liquidating funnel setup with our **done-for-you funnels!**

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