FULLY PAID

HOW TO GET CUSTOMERS TO PAY
IN ADVANCE TO TELL YOU THEY WANT TO BUY
YOUR CONSULTING, COACHING, COURSES,
OR INFORMATION PRODUCTS

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Introduction

How a 35-cent purchase produced hundreds of thousands of dollars in additional sales

Back in 1991, before the Internet became widely popular, the primary method I used for promoting my products and services was direct mail. And because mailing costs were so expensive, I relied heavily on postcards as my main method of making the initial contact with prospects.

The complete process looked like this…

- Create a postcard with a strong headline and body copy offering a free report with more details

- Include an 800 number with a short, recorded message where people could leave their name and address in order to have the report mailed to them

- Collect the names and addresses of people who responded daily and either mail them your complete report or pay a fulfillment house to do this

As you can imagine, the expenses to do this added up quickly. First, you had to rent a list of prospects. And the best lists were the most expensive, because they were made up of people who had already bought something similar to what you were offering. That's because previous buyers always bought more than people who were on a list that was compiled from people who lived in a certain area or belonged to a certain organization.

Because buyers lists were the most expensive type of list you could rent, this was always your largest expense. And a list rental only entitled you to mail to that list one time. So if you wanted to mail to that list again, you had to pay the full rental fee again.

Next, you had to print your mailing piece. In my case, as I mentioned, to keep costs down, I used postcards for my mailing piece. Even though this was less expensive than a full mailing piece stuffed in an envelope, it still racked up another significant cost.

Whatever you mailed required postage, so this created even more expense, particularly if you were paying for first class postage.

Then there was the cost for the use of an 800 line. If I recall correctly, it was approximately $1 per call.

If you used a service to collect the responses on your 800 line and send out your report, that was yet another cost. Plus, there was the significant cost of printing your report, having it stuffed into envelopes, and the postage to mail it.

When you added it all up, the total cost per person who responded was around $3. And that was before you made a single sale.

But that wasn't even the biggest problem

Costs were obviously quite high. Imagine having to pay a minimum of $3 for every person who visits your website. Your monthly expenses would add up quickly!

But while costs were clearly a major concern, they weren't the biggest problem you faced with direct mail. The truly huge problem was the fact that…

The average response rate across all industries was a meager 2%

What this meant was that 98% of your expenses were wasted. And there was no way to recover them.

Then I had an "Aha!" moment

The high costs and low return of direct mail was a massive problem. Yet it seemed like there was no way around it. As hard as I tried, I just couldn't figure out a way to reduce the waste and improve my costs.

And then it struck me…

Like so many solutions, a potential way to substantially reduce this waste struck me while I was out walking my dog. That's the way our brains work. You focus on something for hours, don't seem to make any progress, and while you aren't even thinking about it, the solution just seems to pop into your head.

So as I was walking my dog, somehow I thought, "If the best response comes from renting lists of buyers rather than compiled lists, I wonder what would happen if I forced people to buy something in advance?"

And what I was going to force them to buy was the phone call they made to record their name and address in order to receive the free report.

As I mentioned, at that time, I was paying about $1 for each call made to my 800 number. And that added up quickly when thousands of people called in to request their report.

Also at that time, the average cost for a toll call – where the caller paid for the call – was 35 cents. So I decided to see what would happen if I replaced the free call to my 800 number with a toll call to a standard phone number.

Not only would this save me $1 per call, but it would also weed out the freebie seekers who would sign up for nearly anything so long as it was free. This would result in having ONLY those people who truly wanted my report responding.

Sure enough, that's exactly what happened. By requiring people who responded to pay a mere 35 cents for the call instead of getting it for free, my response dropped by a full two-thirds! So instead of getting 3,000 responses, I'd get just 1,000.

BUT – and this is the critical point to understand – those people who did respond and paid the 35 cents for the call were much more serious about what I was selling. So even though the total number of people who responded was lower, my total sales were considerably higher.

Plus, by eliminating the $1 per call that I was paying for the 800 line, I reduced my call fees to zero, saving me thousands of dollars each time I sent out a mailing.

So my overall costs went down and my sales went up. Not a bad combination!

Plus, the quality of these buyers was much higher. Since they demonstrated a much stronger level of interest by actually paying for something in advance, they were far more likely to become repeat buyers and purchase some of my other products as well.

Now, I don't have the exact numbers as this was back in the early 1990s, but I know that it easily resulted in hundreds of thousands of dollars worth of additional sales of my own products. Not to mention the fees I made by setting up systems for clients that employed this strategy.

So why am I telling you this story? And most importantly, how does it apply to your situation today?

Let me share the answers with you now…

Then cornerstone principle of Fully Paid

The lesson in this story applies equally as well to marketing today as it did in the early 1990s. Or at any time, for that matter.

Yet, this lesson is counter-intuitive and few people even recognize it, with even fewer putting it into practice. Which is a shame, because just like in the example above, if you implement the principle from this lesson, your sales will increase, often enormously, and your costs will drop considerably.

So let me state this Cornerstone Principle as clearly as possible:

To maximize your sales, STOP giving away anything
for free. Everything should be paid for.

But wait a minute! What about that free lead magnet you offer to attract new prospects?

Or all those free articles you publish every month? Or your podcast – shouldn't that be free? Or all the YouTube content you churn out every week?

Shouldn't all of these things be given away for free?

Nope, no, never, and not at all.

If you want to substantially increase your sales and cut your costs at the same time, marketing ONLY to people who pay for something first is your direct ticket to successfully doing this.

There are two proven methods for doing this, depending on what you are selling and what price point you're selling it at. And I'll share the details of both methods with you in a minute.

But first, let me touch on…

One more guiding principle

Before I share the **Fully Paid** methods with you, I want to take a minute to put your mind at ease a bit. You see, there IS an appropriate time to give things away for free. But it most definitely is NOT when you're trying to capture prospects for the first time.

It is only *after* a prospect has paid to tell you they're serious about what you offer that you should then give them content for free. Because then, they are no longer a prospect, but have become a paying customer.

Not only will it reduce your costs substantially to deal only with paying customers, but it also increases your sales, often exponentially. As I mentioned above, once I switched to a model where prospects paid for the initial call rather than getting it for free, my sales soared.

But it wasn't just a single sale.

My repeat sales also shot through the roof.

I'm sure you've heard that people prefer to buy from someone they know, like and trust. And once you've made a sale, it's far easier to sell more to that satisfied customer who now knows, likes and trusts you.

In fact, Harvard Business Review reports that making a repeat sale to an existing customer is as much as 25 times easier than making a sale to someone you've never done business with. And if that's not enough, HBR also reports that repeat sales to existing customers are as much as 95% more profitable than sales to someone you haven't done business with before.

So our second guiding principle is…

Not only do paying customers buy more, but they buy more often

Alright, with this background and these two critical principles in mind, let's move on and I'll show you exactly how the two proven **Fully Paid** methods work.

One quick note…

In the remainder of this material, I'm going to show you two methods for getting your customers or clients to pay in advance to tell you they want to buy your products or services.

The first example I'll use is for selling high-ticket consulting, coaching, and training programs that start at $3,000 and go up from there, with no upper limit. The second example is for selling courses and information products priced at $100 to $1,500.

So why do I limit these examples to these two markets? It's for two reasons.

FIRST – these are the two primary markets that I consult in and know best. So it only makes sense that the best examples come from my own direct experience.

SECOND – the majority of people using this material will be consultants, coaches, trainers, course creators, and information product creators. So here again, the best examples to illustrate these two methods are those that most directly apply to these folks.

However, both methods can easily be adapted and applied to the sales of nearly any product or service. All it takes is a pinch of imagination to make them work in practically every industry and market.

And now… let's dive into the details of each method!

Fully Paid Method #1 – The Fully Paid Framework

How to get prospects to gladly pay in advance to tell you they want to buy your high-ticket consulting, coaching, or training programs

As you can see from the description, this first method is specifically designed to help consultants, coaches, and trainers sell much more of their high-ticket services and programs. And I want to emphasize that it is *only* designed to sell high-ticket items and nothing else.

That's because selling high-ticket services and programs – with a minimum price of $3,000 and often much more – requires a more thorough process than selling lower cost courses and information products. So this campaign focuses ONLY on selling these high-ticket items.

To start, it's important to understand that the majority of high-ticket consulting, coaching, and training services are sold with webinars. And for many years, webinars were an excellent tool for creating a high rate of sales.

But in the past few years, sales produced by webinars have plummeted massively. To put it simply, webinars no longer produce strong results.

A lot of this is due to "webinar fatigue" that was caused by so many online events, trainings, and sales presentations during the pandemic. And the abundance of low-quality presentations don't help the matter.

Bottom line, the fact is that the attendance rate for webinars is dismal. Currently, an average of just 30% of people who register for a webinar actually show up. And often, it's less than that.

The stay rate for webinars is even worse, with just 15% of attendees staying until the end. And since your sales pitch is presented at the end, this means that your conversion rate will barely be a blip on the radar.

Jumping back to 1991 for the solution

For years, I sold my own high-ticket consulting and training programs using webinars. And for many years, the results I got were excellent.

But during the pandemic, much like other consultants and coaches, my sales dropped enormously. And regardless of what I tried – shortening my webinars, lengthening them, tweaking the offer, changing the content, and more – nothing was able to move the needle.

So as I thought about possible solutions, I remembered my highly successful 35-cent experiment from back in 1991. And I decided to see if applying that same principle would be the answer I was looking for to replace webinars and substantially increase the sales of my high-ticket services and training programs.

To test my theory, instead of presenting a webinar, I used a different method to deliver the promotional materials to my prospects. PLUS, I did NOT give the promotional materials away for free.

Instead, I charged prospects to receive the promotional materials. There's a bit more to it, which you'll see in just a minute, but because of this combination of switching from a webinar to a different presentation format plus charging for the materials, my results shot through the roof!

So let's take a look at the entire process now. I call this process the **Fully Paid Framework,** because prospects pay at every step, rather than receiving a load of goodies for free.

A quick overview of the Fully Paid Framework

The **Fully Paid Framework** is designed to get the most highly qualified prospects to attend your event, give them the opportunity to review your promotional materials much more thoroughly than they would with a webinar, and connect with you live to get to know, like and trust you.

There are six steps to the complete process. I'll start by giving you an overview of all five steps here, then I'll take you through each step in more detail.

Step 1: Qualification Cycle. In this critical step, you charge for your promotional materials and deliver those materials in a format that people will spend more time consuming than a webinar.

Step 2: Unique Mechanism. A major component of selling high-ticket consulting, coaching, and training is differentiating your process from everyone else. So we use what I call a "Unique Mechanism" to achieve this.

Step 3: Total Confidence. Many people think that the best way to sell something is to convince your prospect how much better their situation will be when they use your service. But all the promises in the world don't matter if your prospect isn't completely confident that they can do what's needed to get the results you promised. So we use a simple method to demonstrate beyond a shadow of a doubt that your prospect can truly do what's needed.

Step 4: Connection Event. In order to substantially increase your closing rate for high-ticket items, you must give people an opportunity to connect with you live. Here again, we use a unique method that creates a powerful connection and sells your high-ticket item at the same time.

Step 5: Ultra-Personal Invitation. After your **Connection Event** has been completed, you should have a strong sense of which of your prospects who attended are most interested in your program or services. Sending your most highly engaged prospects a personalized email inviting them to enroll in your program or use your service is a true game-changer. I'll show you exactly how this works in a few minutes.

Step 6: Countdown Cycle. While some sales are made from your initial promotional materials and more from your connection event, nearly 50% of all your sales come from a properly designed countdown cycle. Some people need more time to decide, while others don't get off the fence until they're about to lose the opportunity. And a solid countdown cycle works well to convert more of both types of prospects to paying customers.

That's a quick summary of the complete **Fully Paid Framework.** Now that we've established this foundation, let's take a deeper look at the details of each step.

FPF Step 1: Qualification Cycle

This is the most important step in the entire **FPF** process.

Why? Because not only does my own experience prove that people who pay in advance for something identify themselves as being highly qualified and buy your more expensive services more frequently than others, but there's also empirical evidence that supports this.

A few years ago, the Harvard Business Review published a study showing that it's 25 times easier to make a sale to a customer who has previously purchased something. Plus, HBR also reported that because you have no costs involved to reach these people after the first sale, the additional sales you make are as much as 95% more profitable than making a sale to a new customer.

So it's imperative that you charge a fee for the promotional materials for your high-ticket service or program. And if you need further proof of how well this works, I offer you the perfect example – YOU. Because this is exactly how you came to be reading this 😊.

Typically, I like to use a PDF as my presentation vehicle. That's because reading something, especially if you want your prospects to read it multiple times, is much more conducive to learning than watching a video.

The price to charge for your PDF varies, depending on the market your clients are in. I've charged as little as $17 and as much as $167.

The key here is that you want your price to be high enough to *disqualify* freebie seekers, but low enough to attract as many *qualified* prospects as possible. For my own purposes, I most commonly price my promotional materials at $27 or $37, but testing will prove what price is best for your market.

I also strongly recommend that your PDF be sold directly from a series of emails, not through any other medium. I've tested multiple mediums, including a single video, a series of videos, and video sales letters, and nothing else comes close to performing as well as a series of emails that sell the PDF directly from the email.

FPF Step 2: Unique Mechanism

In order to close as many sales as possible, you must have a **Unique Mechanism** that sets your services or training program apart from everything else that's available. Because it's critical that prospects see a potential solution as being different and superior to all other choices.

There are two components needed to create a powerful **Unique Mechanism.** The first component is your actual process. It must be different – even if it's just in a small, but meaningful way – than all their competitors' processes.

The second component is a *name* that creates an emotional anchor and a strong sense of value. For example, when I did a search for weight loss supplements, not surprisingly, most had very generic names like "Daily Weight Loss Aid" and "Weight Loss Treatment".

These are bland, boring, have no emotional charge and do nothing to inspire a customer to even look at the ingredients on the label. So it's easy to see that these names contribute nothing to move the sale forward.

On the other hand, here are some actual names of weight loss supplements where the name contributes strongly to creating a unique mechanism:

- Slim Tea
- Thin 30 Probiotic
- Thermogenic Fat Burner
- Morning Fat Burner

These names carry a bit of an emotional charge, in the most positive sense. And they set these products apart from all their competitors. So it's highly likely that they produce a greater level of sales than their generically named competition.

Similarly, the two methods I'm sharing with you in this material fit the bill perfectly for a **Unique Mechanism.** Each has its own proprietary process that no one else offers.

And each has its own, emotionally charged name: the **Fully Paid Framework** and the **Fully Qualified Framework.** Both names promise a benefit that a high percentage of prospects in my your market would love to have.

FPF Step 3: Total Confidence

As I mentioned above, having a great process, system or tool only goes so far in making a sale. Regardless of how exceptional your service is or how many testimonials you present, a prospect must have complete confidence that they can actually implement your solution or they won't pull the trigger and make the purchase.

This is done by actually teaching the process – or at least a key part of it – in clear detail. When you remove the mystery from any process, you also remove all the doubts your prospects have that they can actually execute it. And this is, by far, the best way to substantially increase the number of sales you make.

And, yes, that's exactly what I'm doing in this material. I'm actually teaching you the entire process.

I'm laying it all out in step-by-step fashion so you can see how practical it is and how easy it is to implement. And because this material gives you the confidence that you can effectively implement this, it's highly likely that you and a number of others will strongly consider working with me to accelerate your success with this process.

No tricks, no gimmicks, and no clever closing techniques work nearly as well as simply being as transparent and helpful as possible. Plus, doing this eliminates a lot of unnecessary steps, making your life much easier, as well as converting a much higher percentage of your prospects to paying clients.

FPF Step 4: Connection Event

I’m sure you’re heard the advice that “people prefer to buy from someone they know, like, and trust”. And that’s absolutely true.

One of the best ways to help prospects get to know, like and trust you is to conduct a **Connection Event.** For all of my own sales, and what I recommend you use as well, I create a deep connection with my prospects through a live, 60 to 90 minute call by Zoom where your prospects can ask you any questions they have about your process and your topic in general.

Here’s why this works so well in combination with the previous steps…

Unlike a webinar where your prospects show up completely uniformed – and nearly 70% don’t show up at all – your prospects have had time to read all your promotional information in the PDF you delivered.

Many have read the material multiple times. And I always encourage my prospects to write down all the questions they have, so they don’t forget them.

NOW when you present your **Connection Event,** you have fully informed and fully engaged prospects attending. The questions they ask are exceptional. But more importantly, those same questions are asked so a prospect can underscore their confidence that they can actually implement what you offer.

It’s a combination of this level of fully engaged prospects and the additional confidence they gain by having their most important questions answered, that results in far greater show up rates, stay rates, and sales conversions. And I’ll give you my own numbers at the end of the next and final Step in this process.

FPF Step 5: Ultra-Personal Invitation

Another invaluable advantage of conducting a **Connection Event** is the level of insight it gives you into many of the people who participate on your call. And this is something you can only get by connecting with people in person.

Throughout your call, you'll see a pattern emerge where a handful of people ask the majority of the questions. If you pay close attention, you'll notice that two things occur that can be very beneficial for making more sales.

First, as I mentioned, a small number of people will participate more than everyone else and ask more questions. The most engaged will also tend to ask follow-ups to their original question.

Second, some people will ask important questions that are of value to the entire group attending your call.

So it's important that you make sure to note exactly who each person is in each case. I prefer to do this by keeping a pen and sheet of paper on my desk, so I can jot down the names of these highly engaged participants. I find it a lot easier than trying to take notes on your computer while you're in the middle of running a call.

In every presentation I've done over the past four years, I've found that these highly engaged prospects are also highly likely to enroll in my program or want to use my services. And a great way to convert more of these highly engaged prospects is to send them a personal email inviting them to enroll in your program or use your services.

This works extremely well for a couple of powerful reasons. The first reason is that *no one else does this!*

So when you send your prospect a highly personalized invitation, you immediately set yourself ahead and apart from all potential competitors. It has the effect of causing your prospect to think, "Wow, if Bob has treated me this way now, I can only imagine how well he'll treat me when we work together!"

The second reason this works so well is that these highly engaged prospects want to enroll or use your services, but they may need a little nudge. So why not nudge them – but in a polite, non-pressured way?

I like to personalize my invitation email by mentioning a comment the person made or a question they asked – or by simply complimenting them on how much they contributed to the call. Your call recording can come in handy for refreshing your memory of exactly which questions each person asked.

Your entire email is short and easy to write. It consists of these components:

- Thank the person for attending your call
- Tell them you appreciate a specific question they asked, if that's the case. And be sure to mention exactly what that question was.
- Tell them you appreciate the level of participation and contribution they made to the experience of everyone on the call, if that's the case
- Invite them to enroll in your program or speak further about using your services

All of this is done in a friendly, conversational way. There is no pressure and no overt sales language. Just a respectful appreciation of the person and an invitation to take the next step.

As I mentioned earlier, because no one else does this, it can be a real game changer. I've had as many as 90% of the people I send my personalized invitations to enroll in my programs or hire me for my services. That's a tremendous return on investment for just a total of 20 to 30 minutes of your time.

FPF Step 6: Countdown cycle

People love to procrastinate. It's just a fact of human nature.

In order to overcome this procrastination, you need to use a **Countdown Cycle.** This is done with a series of emails notifying prospects who paid to get your PDF and attend your live **Connection Event** that sales will close on a certain day at a certain time.

Now, I don't mean that you should set a fake or artificial closing date. But the fact is, that enrollment for any program has to close before the program begins. So you have a very real closing day and time.

Another valid limiter is that fact that when you're selling a high-ticket service, you may only be able accept a limited number of new clients. So this can be another highly effective limiting mechanism that motivates prospects to stop procrastinating.

Regardless of what the reason is for your deadline, it makes good sense to take advantage of these naturally occurring deadlines or limits to motivate people to buy your service or program now, rather than waiting.

The best way to leverage these deadlines is to create a series of short countdown emails that offer a replay of your live **Connection Event** that's posted to a web page. With each email, in addition to giving your prospects access to the replay, you also remind them that there is only so much time remaining to enroll, schedule a call, or whatever action you want them to take.

Results, results, results

So that's a detailed description of all five steps in the complete **Fully Paid Framework.**

What kind of results does this Framework produce? Here are my own figures, averaged out for the 3 to 4 years I've been using **FPF.**

For a conventional webinar, the figures look like this:

- Show up rate – 30% of all people who register to attend a free webinar
- Stay rate – 20% to 30% of all people stay until the end of the webinar
- Conversion rate – about 3% of the people who attend a webinar convert to paying customers

Now, here's how the figures stack up when you use the **Fully Paid Framework:**

- Show up rate – 70% of all people who buy the PDF attend the live Q&A call
- Stay rate – 92% stay until the end of the call without any gimmicks or promises of free gifts to get them to stay
- Conversion rate – 10% to 20% of the people who attend the live call convert to paying customers

You don't need to be a math whiz to see the immense difference here. It makes perfect sense that people who pay to receive your promotional information are so interested and engaged that they show up for your live call at a much higher rate.

And the combination of having thoroughly read your promotional material and attended your live call, results in a much higher percentage of prospects feeling fully informed and fully confident that they can do what's needed to be successful. So your conversion rate runs circles around all other methods.

Fully Paid Method #2 – The Fully Qualified Framework

How to get prospects to gladly pay in advance to tell you they want to buy your courses and information products

This second method, which is specifically designed to sell more courses and information products, is called the **Fully Qualified Framework.** It's very similar to the **Fully Paid Framework,** but because courses and information products have lower selling prices than high-ticket services and training, there are a couple of key differences.

This method also uses a structure designed to get the most highly qualified prospects to review your materials much more thoroughly, attend your event, and connect with you live to get to know, like and trust you.

However, the initial content that you use is significantly different than the promotional materials in the PDF that you use for the **Fully Paid Framework.** And you'll see exactly how it differs in just a minute.

Another major difference is that the **Fully Qualified Framework (FQF)** consists of just four Steps. So let me start by listing those steps to set the foundation, and then I'll take you through each step in greater detail.

A quick overview of the Fully Qualified Framework

Because selling courses and information products doesn't require as complex a process as selling consulting and coaching services, there are fewer steps needed to convert as many prospects as possible to paying customers.

So this complete process is made up of just four steps. Not only does this mean that you can convert a far greater percentage of prospects to paying customers, but you can also do it much more quickly.

Here's an overview of all four steps that are used in this method:

Step 1: Lead Magnet. This lead magnet, which you charge for, should be an extract from your main course or information product. The way to create this extract is to identify one of the most valuable steps in your process and demonstrate it in complete detail.

As you can probably tell just from this brief description, this is very different than the way most lead magnets are created. And you'll see in just a minute how creating your content this way gives you a number of advantages you can't get with any other form of content.

Step 2: Connection Event. In this step, we revisit the same tool I shared with you above. A short time after your prospects have purchased your lead magnet, you conduct a 60 to 90-minute live call by Zoom. In the next section, we'll review all the benefits this type of event gives you.

Step 3: Ultra-Personal Invitation. After your call has been completed, you should have a strong sense of which of your prospects who attended are most interested in your course or information product. As you saw in the material above, an exceptional way to immediately convert many of these highly engaged prospects to paying customers is to send them a personal email inviting them to enroll in your course or purchase your information product.

Step 4: Countdown Cycle. There's little difference between the **Countdown Cycle** you'll use here and the cycle I covered earlier in this material. But I want to emphasize that because it's human nature to procrastinate, you will increase your overall sales by 40% to 50% with a simple **Countdown Cycle.**

As you can see, with just four steps in the complete process, it couldn't get much easier to increase your conversion rates massively. So now that we've established this foundation, let's take a look at each of these four steps in much greater detail.

FQF Step 1: Qualification Cycle

Properly qualifying your prospects is ALWAYS the first step in implementing either of the **Fully Paid** methods. And there's no better way to qualify prospects then to have them pay to get your initial content offering – *not* by giving that content away for free.

Quite simply, people who will pay a small, reasonable amount to receive your content are showing you *by their action* that they are far more serious about your overall solution than people who will take anything for free.

When people ask me if this will lower your response and result in fewer prospects actually seeing your content, my answer is, "Of course it will!" And that's by design. Because you'll always save time and money by marketing to a smaller list of buyers than trying to convert people who have no real interest into becoming buyers.

In fact, when you give something away for free and then try to convert those low-interest prospects to buyers, your results can be very misleading. A lower conversion rate can lead you to believe that your offer is ineffective or that people aren't interested in your product or service.

But these are false results, because you can't accurately measure response and interest in your product when you're marketing to people who have no real interest in your product and just want another freebie to add to their large collection of freebies.

Just the opposite happens when you market *only* to prospects who have paid for your initial content. Yes, the overall size of your list of prospects will be smaller, but the results your marketing produces will be completely accurate, because now you're getting feedback through sales to people who are truly interested in your product, and you're eliminating all the false negatives.

So let's take a look at the best form of content to offer as your **Lead Magnet.**

The ideal form of Lead Magnet

When you're selling courses or information products, there's no better form of content to offer as your lead magnet than an *extract from your main course or information product.*

So what do you extract? I strongly recommend that you create your extract by identifying one of the most valuable steps in your process, then demonstrating how to execute that step in complete detail.

This is very different than the way most lead magnets are created. Think about any lead magnet you've signed up for lately. The vast majority of them are checklists, a thin overview of some topic, or guides to a topic that do very little guiding!

In short, they are teasers, with very little real substance at all. So it isn't hard to see why these types of lead magnets don't generate any significant level of interest in your courses or information products.

However, when you create a lead magnet that takes your prospects through at least one step of your complete process with no details left out, you immediately gain a number of exceptional advantages.

FIRST – Showing an entire step of your complete process in detail with nothing held back, helps people gain the confidence that they can easily do what you're teaching them. And this carries over to giving them confidence in your complete process.

Remember, the single greatest factor that causes people *not* to buy any product or service is that they don't feel 100% confident they can do what's needed to get the promised results. And the more you can do to eliminate that doubt and increase your prospect's confidence, the more sales you'll make.

SECOND – Over delivering in this way immediately sets you apart from all your competitors. Your prospects are keenly aware of the low quality of lead magnets they normally get. So when your lead magnet delivers a high level of truly useful information, you can't help but stand out and above every one of your competitors.

THIRD – Because there are multiple steps in your complete process, it motivates a much higher percentage of your prospects to purchase your complete course or information product. When you deliver all the details necessary to execute one step in your process, it helps people envision themselves benefiting from your complete process. And that always translates to a greater level of sales.

An example of an actual Lead Magnet that was created using this Fully Paid approach

To make this Step easier to fully understand, let's take a look at an example of an actual lead magnet that I created for one of my own information products.

I have a complete course for inventors called **Reverse Inventing.** My paid lead magnet is an extract from that course called **Infallible Inventing** that demonstrates how easy it is for anyone to create breakthrough ideas for inventions.

Infallible Inventing is a detail rich mini-course that includes three videos. The first video covers all the key concepts of my approach to inventing and a detailed overview of all the steps in my complete inventing process.

The next two videos are recordings of inventing sessions where I worked live with two inventors to guide them in using my process to invent their products on the spot. Each invention we created was very different from the other and demonstrated that my same process produces exceptional results regardless of the market you're inventing for.

The core purpose of this series of three videos is to demonstrate with real-life examples that anyone can follow my simple process to invent breakthrough products and license them to large companies for substantial royalties. You can't watch these videos without concluding, "That's a lot easier than I thought. I can definitely do that!"

And that is the exact result you want to create with your own **Lead Magnet.**

FQF Step 2: Connection Event

Now, you're already well aware of the value of this Step from the previous material, so most of this will be a refresher. However, it's a very valuable refresher, so be sure to read through the details for this Step.

Here's how to set up and run your **Connection Event.**

Approximately one week after your prospects have purchased your **Lead Magnet,** you want to conduct a 60 to 90-minute live call by Zoom. I recommend waiting a week before presenting your call, as it gives people enough time to read your material, write down their questions and be fully prepared for the call.

This live call allows you to create a deep connection with your prospects in a way that nothing else can. I like to start the call by taking the first 5 to 10 minutes to emphasize two or three important points from your **Lead Magnet.** Then, the rest of the call gives your prospects the opportunity to ask you any questions they might have about your process and your topic in general.

Using this combination of a high-quality **Lead Magnet** followed by a **Connection Event** where people can ask any questions they have in an un-rushed atmosphere gives you a massive advantage you can't get with any other method.

First of all, because people have paid in advance to get your **Lead Magnet,** they're far more likely to actually read it. And when they do read it and gain all the value you've poured into it, this results in roughly 70% of your prospects actually showing up for your call.

In addition, many of your prospects have read your material multiple times. And I always encourage my prospects to write down all the questions they have, so they don't forget them.

This results in the majority of the prospects who attend your **Connection Event** being fully informed and fully engaged on the call. The quality of the questions they ask is exceptional. But more importantly, those same questions are asked so a prospect can cement their confidence that they can actually implement what you offer.

This powerful combination of fully engaged prospects and the additional confidence they gain by having their most important questions answered, has a massive impact. You'll get far greater show up rates, stay rates, and sales conversions.

FQF Step 3: Ultra-Personal Invitation

This Step leverages the details you've learned about your prospects and the connections you've made with them during your **Connection Event.**

One of the main advantages you gain from conducting your **Connection Event** is the deep insights it gives you into many of the people who participate on your call. These insights are something that can only be gained by connecting with people in person.

No survey or email communications come even close to giving you this deep understanding of your prospects. This information can be used to improve your lead magnet and your marketing materials. But for now, I want to focus on how you use these insights to make more sales immediately after your call.

Throughout your call, you'll notice that a small group of people ask the majority of the questions. If you pay close attention, you'll notice that two things occur that can be very beneficial for making more sales.

First, a small number of people will participate more than everyone else and ask more questions. The most engaged people will also tend to ask follow-ups to their original question. Make sure you note who these hyper-engaged participants are who ask the most questions AND ask follow-ups to their initial question.

Second, some people will ask important questions that are of significant value to the entire group attending your call. These questions indicate that they read the material in your **Lead Magnet** multiple times or at a deep level.

When these situations occur, it's important that you make sure to note exactly who each person is in each case. The method I prefer for doing this is to keep a pen and sheet of paper on my desk, so I can jot down the names of these highly engaged participants. I find this to be a lot easier than trying to take notes on your computer while you're in the middle of running your call.

In my experience from using this process for the past four years, I've found that these highly engaged prospects are also highly likely to buy my course or information product. And an easy way to convert more of these highly engaged prospects immediately is to send them a personal email inviting them to buy your course or information product.

Sending this type of personal invitation works extremely well for two reasons. The first reason is that *no one else does this!*

So when you send your prospect a highly personalized invitation, you immediately set yourself apart from all your competitors. As I mentioned earlier in this material, when a prospect receives a truly personal invitation, it causes them to think, "Wow, if Bob has treated me this way now, I can only imagine how well he'll treat me when I become a customer!"

The second reason this works so well is that these highly engaged prospects want to buy your course or information product, but they may need a little encouragement to actually place their order. So it's up to you to provide this encouragement, as long as you do this in a polite, non-pressured way.

How to structure your Personal Invitation

I find that the best way to personalize your invitation email is by mentioning a comment the person made or a question they asked – or by simply complimenting them on how much they contributed to the call. Your call recording can come in handy for refreshing your memory of exactly which questions each person asked.

As I mentioned earlier, just the act of sending a personalized invitation is something that no one else does. And when you make it ultra-personal by actually referencing something your prospect said on your call, your credibility and their attention to your message shoots through the roof.

Your entire personal invitation email is short and easy to write. It consists of these four components:

- Thank the person for attending your call
- Tell them you appreciate a specific question they asked, if that's the case. And be sure to mention exactly what that question was.
- Tell them you appreciate the level of participation and contribution they made to the experience of everyone on the call, if that's the case
- Invite them to buy your course or information product

All of this is done in a friendly, conversational way. Be sure not to use anything that could be conceived as pressure and no overt sales language. All it takes is a respectful appreciation of the person and an invitation to take the next step.

I want to emphasize that because no one else does this, it can be a massive game changer. In many cases, I've had as many as 90% of the people I send my personalized invitations to buy my course or information product. And all it took was just 20 to 30 minutes to write and send all my personalized invitations.

FQF Step 4: Countdown Cycle

A **Countdown Cycle** is just about the most effective marketing tool you could ask for. Properly constructed, it never fails to increase your sales, often adding 20% to 100% more sales than you'd make without one.

The reason a **Countdown Cycle** works so well is that people seem to love to procrastinate. But they also hate to miss out on something they value. And the best way to overcome your prospects' natural tendency to procrastinate, is to remind them that the offer for something they highly value is close to expiring.

A **Countdown Cycle** is a series of emails that notify the prospects who paid to get your **Lead Magnet** and attend your live **Connection Event** that sales will close on a certain day at a certain time.

Please be clear that this does not mean that you should set a fake or artificial closing date. You won't have to, because the fact is that you can create very real limits for your courses and information products that force your prospects to make a decision or miss out.

For example, your course might include four bonuses and an additional Special Bonus that's only available for a limited number of days. That establishes a strong incentive and a firm date at which the offer of the Special Bonus expires.

Another option is that the offer for your information product may include a live coaching session for the first 50 people who place their order. This too creates a fixed point at which your offer expires.

The possibilities are endless. Just be sure that the reason for your closing date is real and doesn't sound like a thinly disguised ploy. Any authentic, valid limiter will motivate a high percentage of your prospects to stop procrastinating and make their purchase.

The best way to leverage the vehicle used to set your deadline is to create a series of short countdown emails that offer a replay of your live **Connection Event** that's posted to a web page.

With each successive email, in addition to giving your prospects access to the replay, you also remind them that there is only so much time remaining to purchase your course or information product in order to get whatever you're offering that's set to expire.

Alright, so let's talk results

The **Fully Qualified Framework** is a powerful and much more effective way to sell courses and information products than conventional methods. What makes it outperform every other method is a combination of:

- It gets prospects to pay in advance to tell you they're interested in your overall topic
- It provides a detailed sample extracted from your complete course or information product. This sample gives your prospect the understanding and confidence that they can successfully implement what you teach.
- It includes a live call where people get to "know, like, and trust you" – and they get the opportunity at the end of the call to buy your complete product
- It leverages the power of a countdown sequence to maximize sales. And since this sequence is all automated, it doesn't require any additional effort.

Since I've switched to using the **Fully Qualified Framework** to sell my own courses and information products, my sales have more than doubled. And because you'll use the same lead magnet that you create once and same process every time, the entire process can be repeated as often and as many times as you'd like.

Wrap up

If you've been frustrated by the declining level of sales that conventional marketing methods produce for your consulting, coaching, courses, and information products, these two **Frameworks** offer a refreshing and highly effective alternative.

With just a minimal amount of time and no additional expense, you can create quality materials that people will gladly pay for… engage with them at a much deeper level with your **Connection Event…** and convert substantially more of your prospects to paying customers.

The two **Frameworks** I've shared here are your roadmaps to achieving your sales goals more effectively and without spending so much time on your marketing that it seems like a second career.

I hope you've been inspired by these methods and the real-life examples I used to demonstrate them. And more importantly, I'd love to see you pick the method best suited to your business and start implementing it today.

As you've seen, because you're dealing with prospects who are already on your list, these methods cost you nothing to implement and you have no risk whatsoever. Plus both methods are completely repeatable, so you can profit from them every month of the year.

So I invite you to start today on getting your prospects to gladly pay to tell you they want to buy your products or services!

About Bob Serling

Bob Serling is a 35-year marketing veteran and the founder of LicensingLab. His innovative take on making your marketing more effective without additional expense, as well as licensing and strategic partnerships, has helped thousands of businesses and entrepreneurs produce exceptional results.

Bob has been the monthly marketing columnist for Success Magazine… invented a skateboard toy featuring Tony Hawk's branding that was sold in toy stores and department stores all over the world… co-created and licensed advanced assessment software currently being used by many Fortune 500 companies… created a one-and-a-half page prospecting letter for a client that landed an agreement for a $25 million project by being sent to just one prospect… then created strategic partnerships to use that same letter in 14 different industries… and much more.

He's perhaps best known for having pioneered the use of "paid in advance" marketing strategies to dramatically increase your sales with no additional cost and no risk. Whether you sell high-ticket consulting and coaching, or lower-ticket courses and information products, Bob's methods are both easier and far more effective than other, more complicated methods.

Bob's clients find that using his methods not only increases their sales, but also create a consistent sales process that eliminates the slow periods many businesses would otherwise experience.

To find out more about how Bob can help you get your prospects to pay in advance to let you know they want to buy your products or services, send an email to request more details to:

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