

# **Attendees to Fans to Customers: How to Capture, Connect & Convert**

Do you give interviews or speak at public events, on webinars or teleseminars?

If so, do you ever think about how many of the people who hear you speak are slipping through the cracks because you don't have a simple, efficient means of capturing contact info from the ones who are interested prospects who'd surely like to hear from you again?

Wouldn't it be great to have an automated system in place to instantly capture their contact information... so then you could follow up consistently with those prospects to deepen the impact of your message and generate exponentially more income?

You can be building a constantly growing list of interested prospects to communicate with over time. Then, communicate with that list to:

- Educate them about your value (to keep your prospects interested and engaged)
- Let your tribe know about your upcoming events (draw bigger crowds and your speaker's fee or back-of-the-room sales constantly increase)
- Survey them about what they want
- Market products and services to them

Build, manage and communicate with your tribe and you can work once and get paid continuously from your constantly growing list.

We can help.

## **Introducing “Cross-Channel Lead Engagement” (CCLE)**

Before you speak to an audience, we'll set up a cross-channel lead engagement (CCLE) campaign with an instant email reply that delivers participants a link to an “ethical bribe,” like the slides from your recent presentation, or a free chapter from your book, or an audio or video download with valuable tips.

### **How it works**

At some point during your talk, surprise your audience with your free offer and invite them to text their email address to your CCLE campaign number to instantly receive the free goodie you set up for them... and to continue to receive valuable information from you in the future.

For example, say “If you’d like to get a copy of my presentation right now, you can just text your name and email address to this phone number. It’ll be instantly sent to you and you’ll have it waiting for you.”

You can even conduct a poll of the audience members to capture accurate data that goes far beyond simple hand raises. You can automatically text them preset questions with multiple choice answers. For added power, we can activate the Keyword Density Analyzer (KDA) tool and you’ll be able to see a colorful graph of your results instantly.

### **Strengthening the bond**

Now that you’ve gotten people onto your list, you can continue to follow up with them to constantly strengthen their bond with your tribe. The CCLE system is an infinitely flexible platform that empowers you to create conversational communications that give the illusion of real human interactions - it’s the world’s premier power tool for building enduring, fanatical, profitable tribes.

### **Educate to captivate**

Give your interested prospects ongoing education and you’ll firmly root your name as a trusted expert in their minds. Drip valuable information on them consistently, and you’ll persuade them to think more favorably of you than of your competitors.

What’s the best way to do this? Here are just a few simple ideas:

- Send out valuable tips by email that are delivered in written, audio or video formats;
- Send links to fresh, topical content that’s packed with solid information on your website or blog;
- Send invitations to content-rich teleseminars, webcasts or live events

Lead your tribe with freely delivered knowledge and you'll build goodwill that will turn them into the kind of raving fans that become fanatical repeat buyers who are willing to pay you a premium for your thoughtful leadership.

### **Fill the seats at your live events**

Every time you're holding an event or speaking in a particular city, select that region's area codes and/or zip codes, then segment your list down to just those area and/or zip codes and send out a direct-to-voicemail and/or postcard broadcast with a special VIP invitation to your event.

When you do a virtual event like a webinar or teleseminar, you can send out invites by email along with alerts by SMS to check their email which has a link to a webform to register. Next, send out both email and SMS text reminders to them. Combining both email and SMS text reminders will get you a much higher turnout, which will of course result in a much larger payday for you. It's like magic.

### **Get to know your tribe**

With the CCLE system, we can create surveys and then turn on Keyword Density Analysis (KDA) to see your results graphically. You'll be amazed at the things you'll learn from your tribe that you wouldn't have guessed. With that kind of insider-like knowledge of your tribe members, you'll be empowered to deliver more targeted content that hits home with them and establishes you as a more visionary leader.

Send increasingly refined surveys to your list to find out what they really want from you, so you can segment your membership to add them to tightly focused campaigns that deliver solutions that are more specific to them in the future.

### **Create automated webinars**

One of our system's most powerful selling tools is the automated webinar player with its time-release call-to-action button.

Record a date-generic webinar once, then schedule it to play at specific times over and over again in the future, simulating a live event. You also have the option of making your recorded events available on demand at any time for your attendees' convenience.

When you reference the “click-to-buy” (or other action) button at any point during your presentation, it will appear beneath your video at that exact moment, so your audience stays focused on your message until it's time to “close the deal.”

This is just one more feature that we give you as a built-in way to deliver a much more polished, professional, profit-generating story.

### **The bottom line**

Together, we can leverage the power of the cross-channel lead engagement system to help you build an interested prospect list, establish rapport with them and know what they want. As soon as you do, you can start making more money from your tribe by using all of the tools at your disposal to promote your products, services and solutions.