

In this short report, I'm going to show you how you can leverage the power of cross-channel marketing to capture leads, market to their list, and boost profits.

As a speaker, author and expert you have influence over groups of people all the time.

Maybe they've read your books, articles or reports. Maybe they've seen you on a video or an interview. Maybe they've seen you speaking on stage. Maybe they've even followed through social media channels.

But are you capitalizing on this opportunity?

There are four easy steps to turn your platform into profit.

Step one, capture people's information.

Step two, know your audience.

Step three, follow up.

And step four, deliver content and offers.

But what does this really mean?

Step One

Capture people's information however they want to share it with you in a way that's easy for them. They can text their name and email; they could just send an email. They can call it in with voice recognition or use a QR code. They could go to a landing page or fill out a web form. Or, you could simply scan in their business card. It doesn't matter; just get them into your system so you can start connecting.

Step Two

Next you have to get to know your audience.

Use automation or built-in intelligence to scan the internet, using email to determine their location, hobbies and social influence score. Imagine what it would be like to instantaneously identify your most influential fans. You would have the option to personally reach out to them and offer them higher quality promotions or communicate on a different level -- but only if you know who they are.

You even have the option to offer a complete DISC personality profile. Imagine what it would be like if you can write to your audience precisely in a way that they understand and then...

Step Three

Follow up through multiple channels so that your message is received.

Following up is the key, and it's also where so many of us drop the ball. Besides, how do you follow up with a society that doesn't want to listen - considering that less than 20 percent of email even gets opened anymore?

Between the junk, the spam and the plain old delete key, getting your message across has become more difficult.

Using multiple channels like text messaging with a 97% deliverability rate mixed with emails, direct to voice mail messages, webcasts and videos is exponentially more effective.

Step Four

Finally, deliver valuable content and relevant offers.

By delivering valuable content, because you know your audience, you've built trust. And now because they trust you, when you present a relevant offer people will line up to buy from you.

Putting it all together

Let's take a look at how a speaker might follow up and automate the sale of his or her \$500.00 training course.

So, you're on stage and you have people text their name and email for a copy of your slides, for example. Well, you now have their name, their email and even their mobile phone number.

First, you send them an email with a copy of the slides that you promised and a note that says "Here's a copy of the presentation you requested. For more valuable information click here (with, say, a link that goes to something like a sales page for your program)."

A few minutes later you send them a text that says "It's me (but with your name) - check your inbox for a copy of the presentation. Would you like more information on our programs?"

Now, watch this: if they respond, our smart text feature will come back and automatically send a link to a webinar or even set appointments for your sales team.

Now, not only did they get that original email but now you're in touch via text as well. Don't forget, you might have even sent them to a webinar or set that appointment for your sales staff.

Next you send them a message directly to their voice mail - remember you have their cell phone number?

So you send them a message that says, "Hi it's me (again, with your name). Hey, I hope by now you've received your copy of the presentation in your inbox. To find out more about XYZ (your benefits statement goes here) go to www.mysalespage.com and I look forward to sharing more with you soon."

Now, the people that are interested will sign up or they'll know to check their inbox - or maybe their spam filter (unfortunately) - and consider the amazement of some of your fans that they actually got a message directly from you and it was all done automatically.

So far you've pinged them three times in three different ways - unless they've taken an action to move forward and in which case you reached out more times.

What that means is that you are actually making a connection with them and building a relationship, building trust, and furthermore delivering what you promised.

And that's just the beginning.

You can automate webinars that are prerecorded but are simulated live, you can combine letters and postcards into the mix, you can add videos into emails for a personal touch. There are also countless social media channels that are available.

By using several methods of contact you increase the number of times the person's reached, you increase the number of times your message is heard, and you increase the likelihood of response. Therefore, you increase the number of items sold and the money made.

You might be thinking, *is this too much contact?* Well, your buyers, your fans, your subscribers, your tribe -- the ones who spend money -- are the ones who want to hear from you more, not less.

Those are the ones you're responsible to. Those are the ones you should be concerned about. Those are the ones who keep your business running and growing.

(And anyway, it's all customizable to fit you and your audience.)

The real question is, are you ready to put cross channel marketing to work for you and your audience?