

eMail Marketing
 UNLOCKED

NEILPATEL

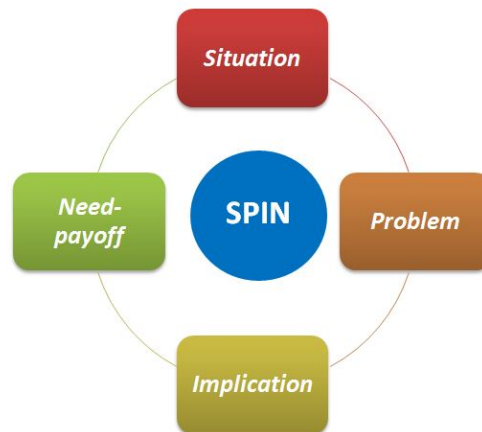
Product Planning

How To Go **From Zero To 50,000** Subscribers
With Email Marketing

Remember these points when email Marketing

1. **Profound:** What YOU think is valuable typically isn't what the CUSTOMER thinks is valuable.
2. People become more attached to and invested in things they help to create. **Lottery ticket:** If you pick the numbers you are more reluctant to give it up than if they're selected at random. Use SPIN model, online quiz, dialog models to involve the customer in the creation of the recommendation.

How can we use the SPIN Selling model in Customer Support calls?



3. Referral Selling — Give them stories to tell. People are always seeking approval and bonding.
4. “ Your job as a marketer is to learn how to TRANSLATE VALUE into terms that your prospect can understand:
 - Money terms
 - Time terms
 - Savings of hassle terms
 - Risk terms
 - Emotional terms...
 - Whatever is important to the PROSPECT...

Product Planning Exercise

This exercise goes hand-in-hand with what we talked about above, as you need to plan the actual products and services you're going to be selling to support each model. When creating a product or service, ask yourself the key questions:

- 1) Is there Pain + Urgency or "Irrational Passion - in other words, STRONG EMOTION involved from the customer's perspective?*
- 2) Is the prospect searching for solutions?*
- 3) Are there few or no perceived options from the prospect's perspective?*
- 4) Is there an opportunity for a long-term relationship and natural connection to other products and services?*

Potential Free Sample Products

Potential Introductory Products

Potential Upsell Products Or Packages

Potential Back End Products