

to Turn Subscribers into Customers



More Conversion-Boosting Elements for Your Emails: Testimonials, Case Studies and a FAQ

In the last lesson we discovered the types of emails to use in an email sequence. We talked about the “imagine the possibilities” type of email. Another email gives them ideas for getting the most out of your product. The fourth email gives common mistakes people make when solving problems and how to avoid them. The fifth email is tips for using the product while the last two are reminder emails to get the product. Let’s talk about some other elements that you can add into your emails that will turn your subscribers into customers.

Testimonials come from your satisfied customers. They tell potential customers how well the product worked for them. Case studies are in-depth views of your customers using and benefiting from the product. Finally, FAQ’s are a group of questions your customers have asked you and your answers.

Collecting Effective Testimonials

We will just go over these briefly. Let’s start with testimonials. I have an acronym totally made up for you. It is ABCT – but remember it. It is Always Be Collecting Testimonials.

Have a system in place to collect testimonials from new customers and customers who have been around for a while. If your product takes a little while to get results from, you want automated emails or in your members area to have a way for them to submit testimonials.

It can be something as simple as saying “Hey, do you have a second to let us know what you think about our PLR?” It is not asking “can you tell me how great I am or how great our content is?” It is just asking for customer feedback. So, they can tell us we are trash if they want, or they can tell us we are great. If they tell us we are great then we want to publish that.

When collecting testimonials, you really want to get as much detail about your customer as possible to show they are real people. You want the audience who will be viewing those testimonials feel like those are real people. So, get full names where possible, their geographic location, maybe the state where they live and so forth.

Oftentimes, they will say “You’re awesome,” or, “This is great,” or if it is video they are stumbling over their words or it just doesn’t turn out as well. So, I always prefer to ask questions.

The questions are:

1. Why did you buy this product?
2. Did you have any concerns before using it and if so, what were those concerns?
3. How long have you been using it? - because sometimes that is important. If they just started then the results they have are not going to be as great as if they had been around for a while.

4. And what results have you achieved?

If it is in a written form, I just have them answer those questions and then my assistant will put it together into a testimonial and confirm with the customer that it represents what they said. Sometimes we might leave some things out, because if they are just giving us a bit of feedback, it is not really relevant to putting it on the site.

We also give them a place to upload their photo and ask for permission to publish it.

This is a really great template for asking your customers to give you video testimonials as well. It is hands down the best way to get testimonials because they are real people, giving recorded testimony. It is not scripted. You can hear the inflexion in their voice, their stutters, or their excitement. If your customers are not camera shy, this is the perfect template to give them.

You don't want to interview people for their testimonial because it might seem like you are coaching them. Instead, you can simply say *"here are the questions. Just answer these in your video and upload it to YouTube and send me a link."*

One thing you could do is to hold a contest where customers record video testimonials. The customers can get creative in how they present the information. In return for the testimonials the contest winners get some kind of bonus like free access to your membership site or something.

Collecting Effective Case Studies

Case studies are different than testimonials. Testimonials are just brief statements on why your product is awesome, but a case study goes into a little more depth. How you do these is up to you.

The ones I'm talking about are based on a client or customer. You want to talk about who your case study is, the person you are reviewing. Introduce them as a real person so that your potential customers feel there is another person, real flesh and blood human, who has used this product, got some great results.

Talk about their condition before using the product. If it was a weight loss product, then maybe it is where they were before. Use photos, videos or screenshots if that is appropriate. Maybe you help people make over their website or something like that.

Address what worries or concerns they had before they got started because that is going to connect with your potential customer as well. They have worries and concerns about either solving their problem or about purchasing your product, so hearing somebody else saying that they had those problems and they overcame them is certainly motivating for them to move further.

Discuss how they used the product. This lets your potential customer imagine using it as well. Talk about what problems they encountered and how they overcame them so your potential customer can see success is possible. It also helps them avoid mistakes and makes them feel like it is going to be much easier than they may have thought.

Finally, your case study should include recommending your product to get similar results.

Case studies are worth collecting. If you have somebody willing to go through all the steps with you, you can do interviews and you can talk about them as they are going through it. Or you can even do it after the fact, whatever it happens to be.

But just like the testimonials, try to find a way to be collecting case studies as well because they can be very powerful. And they make good videos.

What to Include a FAQ

Most marketers don't include FAQs in emails or in a follow-up series, but I do it whenever I am promoting stuff or if I am creating follow-up series for my affiliates.

Your FAQ is a compilation of questions that your potential customers are asking you. Whether you're handling your own customer support or paying someone, keep track of what people are asking you. Those are the perfect way to build an FAQ.

Think about answers they would like to hear. Obviously, these answers have to be true. You can't make anything up. But think about something that would overcome their objections. Maybe your product is new or maybe you are just not getting the questions, but think about and put yourself in their shoes and try to figure it out what questions they might have.

For this training, we heard that people didn't want to be in video or some of them didn't even want to talk on video. "Do I have to make videos myself?" and "Do I have to appear on camera?" are two questions in our FAQ.

Maybe if it is an expensive product, they might want to know about financing options, how long until they get results. Think about it and think about the true answer you could give them that would make them want to buy.

One of the FAQ questions I often include is, "Is there an upsell?" because that is something that customers always ask, especially when it is marketing to marketers because they are so accustomed to it. They have an aversion to it being a secret until they place their order. However, when they know about it upfront, they can see the value and it gets them ready to buy.

One way to do an upsell if you are an affiliate for products, is to offer bonuses when someone buys through your link. So instead of them just buying one product and you're getting the small commission, you have increased your earnings per click dramatically because they are buying two things at least at once. They were ready for it. So, don't make it a secret. They can't buy it without buying the first product – that is the secret part. They don't have the order button. But the fact that it exists shouldn't be a secret.

If you are not sure what to include in your FAQ, ask your potential customers what their questions are. Just get out there and ask. If you were on our list from before, you would have seen that we sent out a survey asking what people wanted to know about growing their list with video, so we already kind of had an idea of what objections people might have, what we might include in an FAQ, to make them want to register for the program.

Once you've written your FAQ, send it by email. Also, get it on your website as a page. If it is an FAQ for a specific product, you can add it to the bottom of your sales page. After your order button and after your picture and/or signature or however you designed your page, you can have the FAQ at the bottom. It is a perfect way for you to address objections of people who have scrolled all the way down and still aren't sure if they want to buy.

What You've Learned

This series has been all about creating a subscriber list that converts quickly to paying customers. In the first lesson we gave an overview of what an opt-in offer is and the basic types you can offer. The proven concepts to creating a high converting offer included how to do the research for the right offer, knowing the intentions of the subscriber and making everything cohesive. You learned that you needed to have multiple entry points.

The second lesson discussed in depth the different pages you'll need. These include the opt-in landing page, the thank you page, the thank you email and the follow-up email series. We gave you over 30 ideas for your freebie. The elements needed on each page was discussed with examples.

The third lesson then dug into creating your email series. We showed you what to include in a seven-part series. Your series can have tips, information, solutions and mistakes to avoid, each related to your paid offer.

The final lesson shows you how to get and use testimonials, case studies and FAQ's in your email series. Each one offers a different perspective of the customer experience with your product.

Here's a list of the steps you should take to create your high converting opt-in offer.

- Do your research. Find out what people are searching for.
- Understand the buyer intentions when they visit your site.
- Have multiple points of entry to your list.
- Promote your opt-in offers in the context.
- Be matchy-matchy. Your opt-in process is similar to a content funnel.
- Target new subscribers from the beginning to turn them into buying customers. Use transactional emails. Email subject lines should include the words "thank you".
- Create your free gift with subscription. Decide on what you are going to offer and in what form.
- Create your opt-in landing page. Use our formula to get you started. It should have an attention getting headline, description with benefits, optional video, image of the free offer and the call to action.

- Create your thank you page. Include a headline that congratulates the subscriber, thank them for registering and a “before you go” section.
- Create your thank you email in the same way as the thank you page. This is the first email in your follow up series.
- Create your email follow up series. Decide on the length of the series.
- Create an “imagine the possibilities” of the product email.
- Create a tips for using the product email.
- Create a common mistakes email.
- Add reminder emails.
- Collect testimonials to use in an email.
- Do case studies to add to email follow ups.
- Send out a FAQ email.

Following the formula we've given you in this 4-part series will help you create high-converting free opt-in offers that help you to quickly turn subscribers into buying customers.