

10 Simple Steps to Automated Prospecting

By Ronette Jemison

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Follow these simple steps to automate your prospecting. Spend your valuable time contacting those prospects that have earned your time by expressing an interest in your product or service.

- 1) Choose a free offer with "real" value to give your prospects a good reason for inquiring for more information. Search for "free" stuff on-line and you will find plenty of items to choose from. Biz Ops prospects like free marketing tools in particular. Check out <http://www.referralware.com> for some free marketing tools of great value.
- 2) Set up an autoresponder where you can create a submission form that will have its own URL. This is the URL that you will place in all of your marketing materials.
- 3) In the text of your submission form, explain the purpose of the form with a brief description of your free offer AND your primary opportunity. Ex: "FREE Ad Tracker and Mentoring Materials form". When a prospect wants more information, they will be directed to this site which will instruct them to provide their name, email, address, phone number, and other information you designate.
- 4) Create a series of weekly messages that will be attached to your submission form. Your prospect will receive the 1st of these messages in response to their submission of the form. This is where you will provide the link for your

FREE offer AND your primary program. Don't forget to explain the benefits of each link.

- 5) Your weekly follow-up messages should be in the spirit of developing a relationship of trust and your willingness to help the prospect, as they desire. Of course, each follow-up message should contain the link to your primary program in your signature file and the corresponding benefit to the prospect.
- 6) Now just set up a marketing plan directing as many prospects as possible to your submission form URL where they can get more information about your FREE offer with "real" value.
- 7) (SUMMARY): You will set up a marketing plan directing as many people as possible to the URL for your submission form. Once the prospect goes to this URL, they will be instructed to complete and submit the form for additional information. This is where the "looky lou's" are separated from the serious prospects because they will be asked to provide their phone number for a follow-up call. They will receive an instant reply from your autoresponder. This will be the initial message you created in #4 above, where the prospect will be directed to the links for your free product, along with your primary program.
- 8) You should receive a message from your autoresponder that someone has submitted your form and subscribed to your autoresponder. It should include the phone number for follow-up. This is how you will get your follow-up information.
- 9) Set a time to follow-up with your prospect by phone to offer your assistance, answer any questions, or maybe assist with their purchase of your product or service.
- 10) Not every prospect will become a customer. However, as your database grows, and you continue to follow-up with helpful and insightful messages, prospects will begin to trust you, and the sales will follow.

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Ronette Jemison is a publisher and netpreneur dedicated to equipping like-minded people, with cutting edge techniques and wealth building

principles, to realistically obtain financial independence.

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