JOBCRUSHER HOME SEMINARS

Presents

How to Build a Simple Automated Sales Machine

SESSION #4

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Introduction

In this segment, we're going to learn how to set up a simple, automated sales machine that gets more and more effective over time. This is something where you'll be continually refining your system and your processes over time.

So the first piece of advice is this: **just start.**

Don't worry about getting things perfect yet. You won't know for sure how to refine this until you start bringing in some real data. Money loves speed, and "done" is better than "perfect."

With that said, this workbook is going to walk you through the process of creating a surefire sales system that pretty much runs itself.

You're going to be doing one really important thing: driving traffic.

You'll be doing this using a combination of strategies, including paid traffic, organic traffic, referral traffic, and more.

The key to this strategy is *funneling* that traffic in the right direction, using a combination of formerly top secret strategies that use creative ways of segmenting your audiences based on what kind of content they consume.

The content people go for can tell you a lot about who they are, what they want, and what they might be interested in buying from you. This is a data-driven strategy, using real time feedback to refine the system over time.

And best of all, **it's almost totally automated**. After you put in the initial legwork, it basically runs itself.

The big central concept here is this: we're creating a traffic generation system based around your business, using the power of good old fashioned quality content.

This is a highly adaptable system, that can work across a wide variety of markets.

This isn't limited to just one market, like finance or cryptocurrency, or just one market segment, like wealthy baby boomers or millennial tech workers.

This can work for just about any business, in any industry, with any target customer base.

Content becomes more than just a way to bring audiences in. It's also a way to segment those audiences, empowering you to send the right messages to the right people at the right time.

In the end, the result is more sales and more profits.

So let's get started.

Things You'll Need:

- A website with a blog (WordPress is recommended)
- An email autoresponder (Aweber, GetResponse, etc)
- Google Adwords Account ○ Google remarketing code on your website ▪ Explained here:

  https://support.google.com/adwords/answer/2476688

- Facebook Ads Account ○ Facebook pixel code installed on your website ▪ Explained here: https://www.facebook.com/business/help/314143995668266

Video Training Goes Hand-in-Hand With This Workbook

You'll find your video training that goes along with this guide at:

**http://www.jobcrusher.com/automated-sales-machine**

It's important that you follow along with the video seminar as you complete the lessons in this workbook. The two go together and combined will get you the best results.

IMPORTANT: While we realize it's common sense, it's important to know that the results we share with you are not average or typical. We're sharing extraordinary results because it's important to showcase what's possible, but in no way should that be considered a promise of similar results. Your results may vary.

Brief Overview

Here's a basic overview of the flow inherent in this particular system.
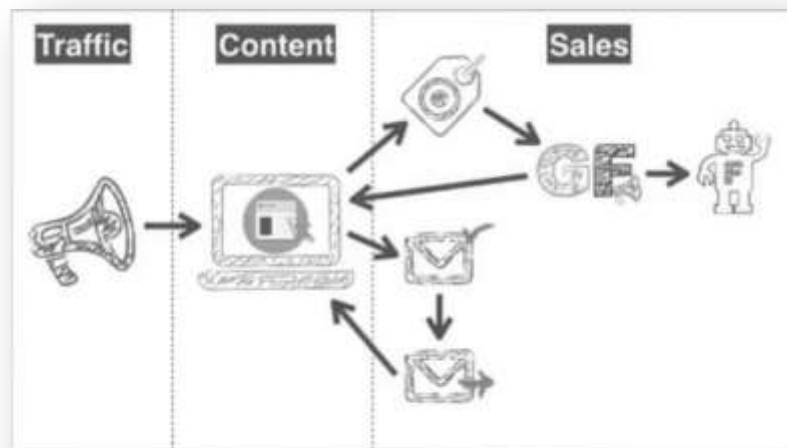
As you can see, you're taking this traffic you're bringing in from different channels and sources, then *funneling* that traffic to different offers and opt-in pages.

This strategy was developed over years of trial and error, with continuous refinement.

Today, it's being shared it with you.
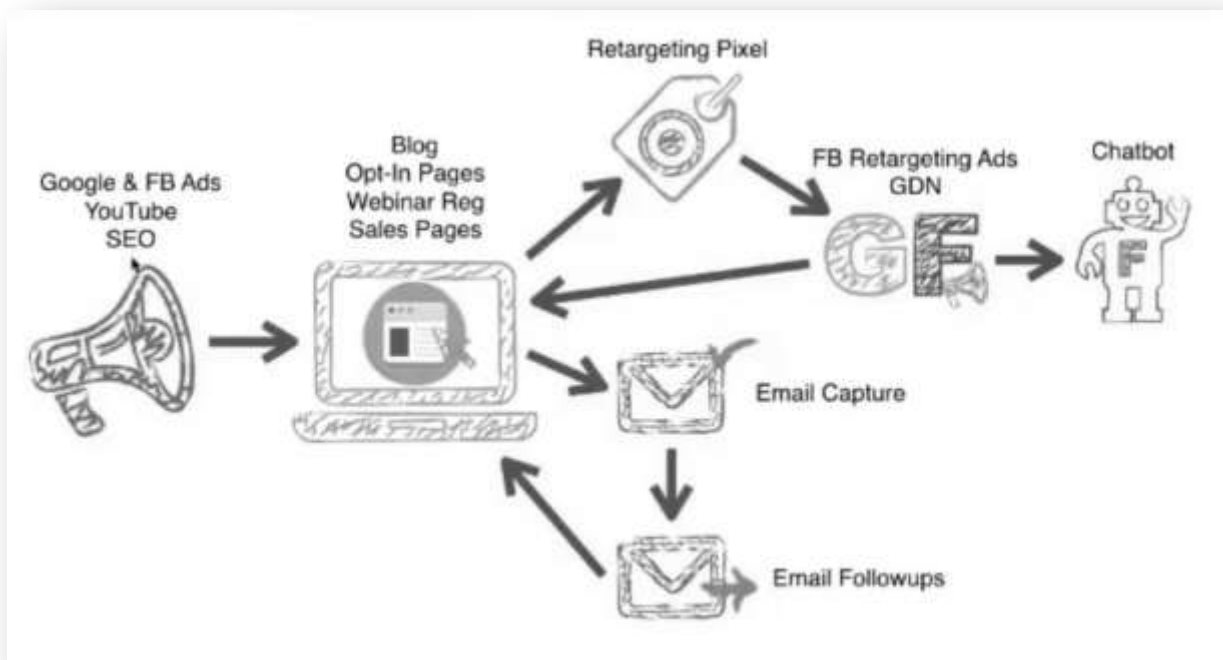
It starts with content, and traffic that comes to you through that content. That can include referral traffic, organic traffic from things like SEO, blogs, and social media, and paid traffic from channels like PPC ads on search engines or Facebook.

The money comes primarily from affiliate product sales. You don't need your own product for this. You can use affiliate offers instead, eliminating a lot of the work and expense that might otherwise be needed.

Three key segments:

The Front End.

This includes paid advertisement, as well as organic traffic strategies like old-fashioned SEO.

Content.

Content is created, and hosted and distributed all over the web. It can include blog posts, YouTube videos, Slideshare presentations, podcasts, and more. Its purpose is to entertain, to educate, and to gather interested audience members for retargeting later on.

Sales.

The aforementioned content has a purpose: to funnel audiences toward various offers. If someone's interested in a particular piece of content, you can gauge their interest in the products or services you're selling.

For example, organic search traffic to a blog about pet care can be funneled toward affiliate offers for pet products. Once you know someone's interested in pets, you can start showing them ads for the products they're likely to need or want. You already know they're interested in pets, so you have an idea of what they might be most likely to buy.

Once you have the building blocks of the system in place, and you've done a bit of data-based refinement over time, you can easily end up with new sales closing on a daily basis -- with minimal ongoing work or input from yourself.

With that said, the "sales" component of the system is definitely the most challenging and labor-intensive part. It uses strategies like Facebook Pixel retargeting, honing ad copy that converts, managing email campaigns, and more. This is where most of your time and energy are going to be focused.

But once you figure out what elements work, and get a system in place, it can keep continually generating revenue for you for years to come.

Why Try This Strategy?

So why should you try out this particular strategy, rather than some other means of finding income opportunities online?

- **It works for just about any product or service, in just about any niche.**

Because this revolves around affiliate offers, and you don't even need anything of your own to sell, the sky's the limit. You can adapt this to just about any niche or target audience you're interested in. It's incredibly versatile.

- **It's a proven system, and you don't have to over think things to start making money.**

This system has already been proven to work, and we've already put in the years of legwork to hone this system into a fine-tuned machine. There's very little guesswork on your part. You just need to follow the template, which again, you can adapt to just about anything you can think of.

- **Most of it can be automated.**

You don't have to spend hours and hours every single day to make money with this. Once you get the ball rolling, it's mostly a matter of passive income -- the holy grail of making money online. That's not to say there isn't any work involved at all, but a lot of it can easily be outsourced inexpensively.

- **It puts you at the top of mind by getting your messages *everywhere*.**

This strategy puts your message in front of the right people, by penetrating a wide variety of content channels. You can create text based blogs, podcasts, YouTube videos, and more -- all of which can be different media through which you can repurpose the same general ideas and content.

One great blog content can produce not only a long form written article, but a video, a podcast, an infographic, and a Slideshare document, too. You can end up practically dominating your market.

- **You will sell more!**

This is really what it's all about. This template is a reliable strategy for maximizing sales -- which, in the end, means that you make more money.

Content Overview

It all starts with content. And that content is designed for a certain level of what you might call "discoverability." That is, you want the right people to come across that content -- and like it so

much, that they're compelled to come back for more, and to make themselves available for continual retargeting into the future.

This content can take on any of several different forms.
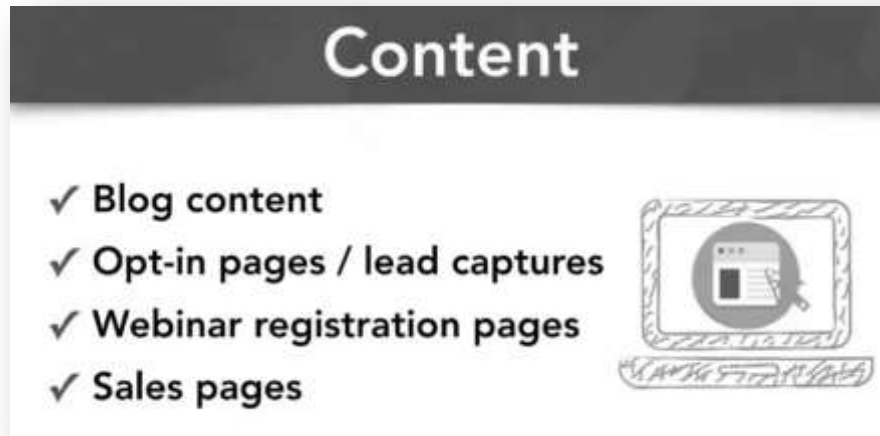
- **Blog posts**

This tried and true staple of the internet is still a great way to bring in traffic and build audiences. Blogs are easy to set up, simple to run, and can even be relatively inexpensive to fill up with content.

- **Opt-in pages and lead capture**

 This can include what you might term "landing pages." You can also use giveaways like free ebooks and white papers. The end game with this stuff is lead capture -- you want email addresses and other contact information you can use to reach out with targeted ads later on.

- **Webinar registration pages**

Webinars are yet another great way to generate valuable leads you can target later on.

- **Sales pages**

You may not think of a sales page as a "traditional" piece of content, but it is content nonetheless. Especially because a big part of what you'll be doing is retargeting, you're *definitely* going to want to send traffic to sales pages. Someone who visited a sales page is a very warm prospect.

Sales Overview

Once you've got your targeted traffic, thanks to great content, you can start focusing in on **making sales.**

There are several strategies you can experiment with to do this.
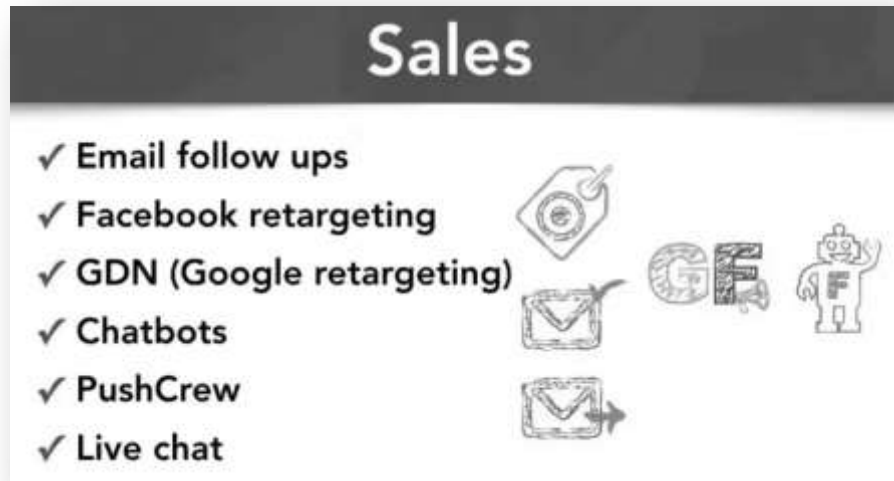
- **Email follow-ups.** Once someone's on your email list, you can follow up periodically with new offers.

- **Facebook retargeting.** Facebook ads can be an absolute goldmine, especially when you use their powerful retargeting capabilities. For example, you can use data like email lists to set up targeting for FB ad campaigns.

- **Google retargeting (GDN).** Like Facebook ads, paid search ads through Google are a great way to get your offers in front of the right people while they're in a buying mindset.

- **Push notifications.** This is a relatively new strategy, but it's quickly becoming as popular as email signups, if not more so. Strangely enough, a lot of audiences are quick to opt in on push notifications from websites -- sometimes more so than email opt-ins. ● **Chatbots & Live Chat**

Part 1: Traffic

Now that we've run through the basic overview of what this process involves and how it works, we're going to go into the "meat" of things.

It all starts with traffic. And the way you bring in that traffic is, at least at the start of things, through content.

The goal of traffic is to "Fill the Bucket." That means generating leads and growing an email list, growing your retargeting audience so you can remarket to them on various platforms, and then turning that bucket into *money.*

But how do you get that traffic? How do you get your content in front of the right people?

There's a variety of strategies you can use, combining both organic and paid options. While you will need to account for some degree of ad spend, organic traffic is still powerful, even today.

Here are some of the ways to get the right eyes on your content -- eyes that, in the future, might be interested in buying something from you.

GOOGLE SEARCH ADS

This is a tried and true way to get your content in front of the right people. Google search ads are a great way to get traffic from people who have commercial intent, and are ready to make a purchase. This strategy is called a "feeder campaign," and it's short-term campaign designed to gather data about what people are actually searching for.

Start with a broad keyword, look closely at what people are searching for, and put yourself in the shoes of the person searching. Then refine your ad targets to only the most popular keywords.

On the next page you'll see an example of a campaign on run on Google Adwords for the term "Content Marketing." You'll see three different keywords that are obviously very similar, but the differences are critical to understand:

- **"Content Marketing"** - the quotation marks make it a **'broad match,'** which means that if somebody does a search for 'content marketing' with other words *around* content marketing (ex: "what is the best content marketing strategy?"), the ad should show up for them.

- **[Content Marketing]** - is the **'exact match,'** which means if somebody searches for JUST "content marketing" with nothing before it and nothing after it, the ad will show up for them.

- **+Content +Marketing** - is the **'broad match modifier,'** which means that anything that has 'content' AND 'marketing' in the search, the ad will show up for them

After this campaign runs for a few days, now you have some data that will help you weed out the keywords that people are NOT searching for and focus on the keywords people ARE searching for.

In the same campaign, click on **"search terms"** (the top arrow below) and you can see the exact search terms people used that made our ads show up for them. After a few days of running the "feeder campaign," you can turn off the ads.

Now that you have some data, go through these search terms and find the ones that are relevant and most effective for your business, and launch new ads targeting those exact keywords.

This is something you can simply rinse and repeat over and over again with other keywords and keyword phrases.

SEO AND ORGANIC SEARCH TRAFFIC

You might think of SEO as something kind of old-school, but even as Google's search algorithms grow more and more sophisticated, it still remains a powerful source of traffic you can use to build your audience and start your sales funnels. It's more nuanced than it used to be, but the good news is that if your content is good, it's easier than ever to rank for many popular keywords.

Here are the important keys for SEO:

SEO is a long-term game, and while you can absolutely take advantage of it, it's not 100% necessary. You could get started just using the above Google Ad Words strategy.

So to get more detailed info on SEO, you can watch the video training:

http://www.jobcrusher.com/automated-sales-machine

FACEBOOK ADS

Paid Facebook ads are another useful way to boost the visibility of your blog and video content. You can use Facebook ads for cold traffic and reach people who have never heard of your business. In that case, we recommend using paid ads on blog and video content, rather than sales content.

Another strategy is to focus more on warm leads with Facebook ads by retargeting people who have visited your site from a more "buyer intent" traffic source, like Google. People on Facebook aren't always in what you'd call a "buyer's mentality," so it can be a great way to remarket to people who have already shown interest.

You'll want to create custom audiences so you can specifically run ads targeted only at them.

(Not sure how to create a custom audience? Learn how here: https://www.facebook.com/business/a/custom-audiences

YOUTUBE

YouTube is basically the world's #2 search engine, and for videos, it's pretty much the only player in the game right now. Just as you can optimize blog posts for Google Search, you can optimize videos, their titles, and their descriptions for YouTube's search and recommendation algorithms.

You can also create ads to run on YouTube: https://www.youtube.com/yt/advertise/

REFERRAL TRAFFIC FROM OTHER PLATFORMS.

The big thing here is "buyer's intent." The goal is to find traffic sources where you know that the individuals you're bringing in are priming themselves to make a purchase in the near future.

Through retargeting, cold or lukewarm traffic from any of these types of content can evolve into hot leads.

Try this smart strategy...

If you're not sure where to start, first focus on the people who have ***buyer's intent,*** and then retarget them***.***

Start with Google, where people are much more likely to be in a "buying mood." This can be with organic SEO or paid Google search ads.

Then, because you have your Facebook pixel code installed on your site, you can run Facebook retargeting ads to people who have recently viewed your content. Even though people generally do not have buyer's intent while on Facebook, they probably DID have buyer's intent when searching on Google.

These are the people who are most likely to pull out their wallet and **make a purchase.**

Another step you can take to retarget the warm traffic that has already visited your site is with YouTube ads. You can run 'pre-roll ads' which play at the beginning of other videos, and can be

extremely cost effective. And you can target your ads so they *only* show to those people who landed on pages that show they have buyer's intent.

Recap...

Use buyer intent traffic sources to drive cold traffics. Then use all the various retargeting sources (Facebook ads, YouTube ads, Google display ads) to bring people back who have already raised their hand and showed some interest.

Part 2: Content

Now, it's time to go over how we plan, structure, and create the content that forms the top of our sales funnel.

Think of a websites blog as the central hub. In some niches, it's possible you might end up with a different form of content at the centre, like a YouTube channel.

But in most cases, you want to start with a blog. It's the simplest way to track and retarget prospects that are most likely to make a purchase (buyer's intent).

Every piece of content you publish should have a purpose:

- To segment people (via retargeting)
- To build a list, or
- To sell them something

On your blog, you'll have various "types" of content. Things like simple written blog posts, blog posts with embedded videos, as well as other types of pages like opt-in / lead capture pages, webinar registration pages, and sales pages.

(While opt-in pages and sales pages may not seem like traditional content, but really anything you publish online is content. Keep in mind that we're trying to segment people based on their buyer's intent, and somebody who visits a sales page is someone you'll want to be able to follow up with).

Content: Blog Content

✓ **Format types:** written posts, video posts, podcast episodes, case studies, testimonials, interviews
✓ Ideal post word count: ~1,000 words

Blog Content

It starts with content -- *good* content. And that doesn't just mean content that's well written, even though that's really, really important.

It means content that answers your audience's questions, and gives them what they were looking for.

The main purpose of your blog is to educate. But, once you bring people in with that educational content, you can get them onto email lists for future retargeting.

You can use different types and styles of blog posts to bring in your audience. But what's important is that you keep the blog's ultimate *purpose* in mind: it's a long term game, but at the end of the day, it's about making sales.

Blogs are a way to bring in people who are interested in your niche -- people who, later on, have a high likelihood of buying something from you.

Every piece of content on your blog site needs to serve a purpose.

This could mean answering a question you know your audience is asking.

Or informing your audience about options for solving a problem that they wouldn't have known about before.

A blog post's purpose can include things like:

- Using a Facebook Pixel to gather info about readers, figuring out who's interested in that topic

- Promoting an affiliate product

- Growing an email list

Lead Content

A slide-in can be an extremely effective way to generate leads, so it's a great idea to add one of these to every blog post. You can also have opt-in forms on the sidebar of your blog, as well as individual pages that are simply there to collect opt-ins.

You can have a variety of different opt-in offers, and you should test which offers convert better than others.

The key takeaway is that if you tailor an opt-in offer to your content, your conversions are going to increase dramatically. To go back to the Content Marketing example, if you have an offer that's related to content marketing (could be a webinar, a free PDF cheat sheet, etc) then you'll want that offer to be on or around a blog post **about content marketing.**

Make sense?

Sales Pages

At first glance, it might NOT seem like a good idea to send somebody directly from Google to a sales page. Most marketers would tell you NOT to do that.

BUT, it makes sense if you know that those people **are ready to buy.** Again, it's all about "buyer intent," and based on what they're searching for, we can tell if they're just browsing or if they're ready to buy.

For example, if somebody is searching for "your competitor + pricing," that person is in a buying mindset. So it might be a good idea to run an ad that goes directly to your sales page.

Obviously not every person is going to buy right away, and that's why you want to optimize to try and capture those leads of people who **don't** buy. You can use things like:

- Exit intent pop ups
- Retargeting pixel
- A live chat box

Part 3: Sales

The "sales" part of this system is where you take the contacts and leads you obtained through your blog and other content, and turn those cold leads and warm leads into paying customers that generate revenue.

There are a number of channels you can use to make these sales, using contacts you acquired through your content campaigns.

- **Email follow-ups.** Email is still one of the most effective sales and marketing tools out there. An email list is invaluable.

- **Facebook retargeting.** Information from your Facebook Pixels, as well as email lists and other data sets about your prospective customers, can all be used to design carefully planned retargeting campaigns on Facebook that reach the right people with great offers they just can't pass up.

- **YouTube retargeting**. Just like with Facebook, you can run targeted ads to people who are already familiar with your brand

- **Push notification**s. These are notifications you can send directly to people who opted in to receive notifications on their computer

- **Chatbots and live chat boxes**. You can use these as a way to communicate with people who are on your page and close people who are potentially ready to buy

Sales Goal

The whole idea is simple: close 'em, clean 'em up, and upsell 'em.

1. The goal is to try to get the sale right away by **closing** them quick.

2. **Cleaning** them up is the whole retargeting concept, where you're going to pick up the sales from people who got distracted and ultimately did NOT buy the first time.

3. And then you want to **upsell** and cross-sell them other offers to get a higher value per customer.

Email Follow-Ups

The more you can put you and your brand in front of your prospects, the more money you're going to make. Ultimately, you want to have automated sequences, but the more you can expand it, the better.

Obviously, like with all of your content you want to educate people, which in turn builds their trust in you and makes them more likely to buy from you. And a good place to start is by answering and overcoming your prospects top objections (or the reasons they have to NOT buy). Sometimes all it takes is a little reassuring for someone to pull out their wallet and make a purchase.

If you're not sure what your prospects biggest objections or problems are, just ask them! It's a great idea to mix in a "reply" email where you literally ask your audience to tell you what you're confused or unsure about, or anything they need clarity on. You can take their answers and craft emails around their responses.

You should also mix in things like tutorials, how-to's, frequently asked questions, "should-ask" questions, case studies and other examples. And of course, you always want to have a clear, strong call to action.

Sales: Email Follow Ups

✓ Create a follow up sequence of 10 days
✓ Educate and grow trust
✓ Each email should answer the top objections
✓ Tutorials, training, how-to's, case studies
✓ Clear CTAs

Retargeting

Retargeting is critical because it allows you to put the exact message you want in front of somebody who has already shown an interest in your brand. You're speaking to a warmer audience who you can continue to funnel toward your offers.

Facebook

Videos can be extremely powerful when used on a retargeting ad, for a number of reasons:

1. They are typically cheaper
2. You can retarget people for longer than other ad types
3. You can segment and target people based on the length of time that they've watched your video

If somebody has watched 50% of your video, that's a good indicator that they are interested in your topic or brand.

Important: your videos DON'T have to be complex. They can be CRAZY simple, like someone talking directly to the camera, or a simple screen capture video.

Even if they don't buy from your video ad, you can target them with *another* ad that directs them back to a sales page.

Try this smart strategy...
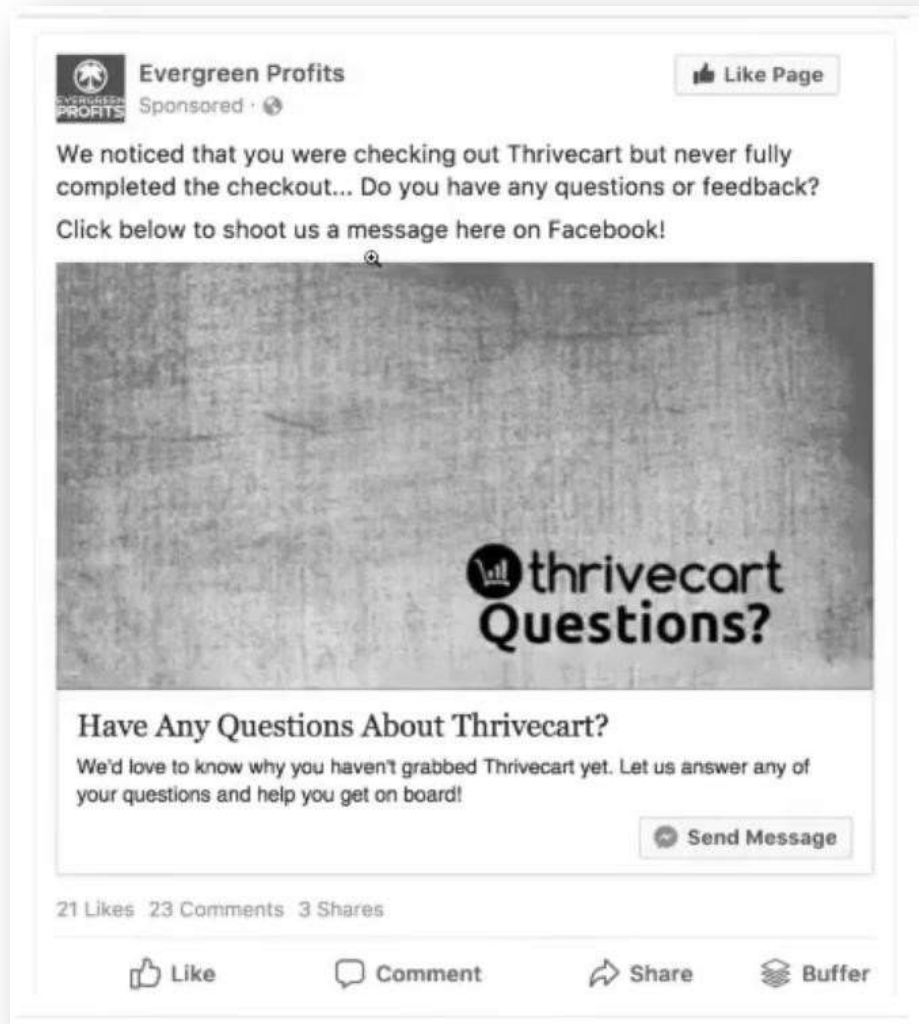
Create a custom audience of people who landed on your checkout page, but didn't complete the order. Then create an ad that speaks directly to them.

Here's an example:

The above ad connects directly to the page's Facebook messenger, so they can instantly send your page a message, and you have the opportunity to close a sale.

You can even connect this ad to a chatbot, like ManyChat.com.

It's the perfect opportunity to start a conversation, answer questions, help them out, and close the sale.

Google Display Network (GDN)

Just like on Facebook, you can use the Google Display Network to show ads to people who have already visited your site. Your ads will display on *other websites* that your visitors are browsing, so it's a perfect opportunity for you to remind them why they were on your site, and to lure them back.

(Not sure how to set up Google Display Ads? Learn how here: https://support.google.com/adwords/answer/2991648)

Google Display Network basically opens you up to be able to advertise on *ANY* website that is using Google Ad Sense, which is millions of different websites.

Chatbots

Like mentioned before, you'll want to pair these up with your Facebook retargeting ads. You can use ManyChat (the free account should be good to start with).

It allows you to create automated follow ups so you can close deals in live chat. This is great even if you just want to start by putting it on your brands Facebook business page and begin the engagement process with potential customers.

PushCrew

Another smart way to close more sales is by installing PushCrew or another push notification service on your blog. When people opt-in to receive notifications, you can send them notifications when new content is published or direct them back to your sales page.

Live Chat Apps

Use live chat apps sparingly. You definitely don't want the live chat option on EVERY page, because it may get annoying to the user and they'll be less likely to use it.

Instead, use them on your sales & checkout pages. This gives people an opportunity to ask you a question and you can respond instantly. These are the **most engaged people** and most likely to buy!

Tools you can try are: Olark, or tawk.to

Conclusion

There can appear to be a lot of moving parts with this system, but you *do not have to do everything listed in this workbook.*

If you're starting from scratch, start simple. Start with one traffic source, drive them to content, and then retarget them.

The key to this strategy is to ***fill the bucket*** and funnel the traffic in the right direction, and it works for any niche market.

And the most important thing to remember is to ***simply start***. So go watch the training video accompanied with this workbook and get started!

http://www.jobcrusher.com/automated-sales-machine