

# **Show Me Your Back End**

10 Ways To Lift, Tuck & Firm Up Your Contact Follow Up So Your Front End Takes Care Of Itself

"To get maximum value from this live training, print this handout so you will be prepared to take notes on each secret we reveal during the webinar!"

~Steve Rosenbaum

Your Important Webinar Details					
Date:	Monday, January 4, 2010				
Time:	3:15pm (Pacific) / 5:15pm (Central) / 6:15pm (Eastern)				
Registration:	You must be pre-register for this FREE event at <a href="http://VREBC.com">http://VREBC.com</a>				
Event URL:	to be emailed to registered guests (see above)				
Room:	4				
Duration:	45 minutes				

# Tips to Get the Most Out of This Training

- 1. Print this handout so you can take notes during this webinar training.
- 2. Think of how to quickly implement the secrets revealed from this training.
- 3. Make a deadline to complete at least 3 tips revealed during the training.
- 4. Follow me by subscribing at <u>http://SteveRosenbaum.com</u> and via my social links.



## What Will We Learn Today?

- What is the "Back End" and why is it so important?
- How to get more people to pay attention to you and want to do business with you.
- Proven, POWERFUL Techniques and "Triggers" to make people do what you want.

# If you haven't done so already...

- *Subscribe Now* to <u>http://SteveRosenbaum.com</u>
- Watch the "SMYBE" Preview Videos (more videos coming, make sure to check back!) <u>http://steverosenbaum.com/tag/smybe-video</u>
- Watch for the "SMYBE" Follow Up Series



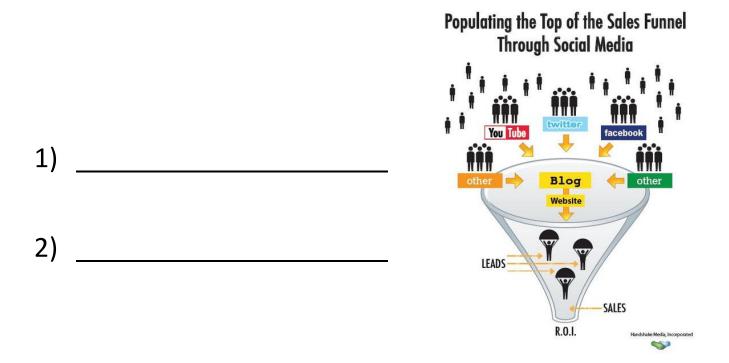
# "What's the difference between Persuasion and Manipulation?"

# **Recommended Reading:**





# **Capture the Lead**



#### In what ways can you capture more leads?:



# **Follow Up Immediately**

- Tell them what to do next
- Repeat Instructions
- Give links to your \_\_\_\_\_
- Reason to watch for \_\_\_\_\_\_

What are some of your follow up ideas?:



## When Is The Best Time To Follow Up?

- How Often?
- What Time? \_\_\_\_\_\_

Make Sure You Do This?

Other follow up ideas:



# Why Is Audio and Video So Important?

How can you use audio and video?:



# **Multiple Closes On Smaller Tasks**

- <u>"</u> Cialdini
- Ask for \_\_\_\_\_
- Follow Your Social Media Feeds
- Get visitor used to saying \_\_\_\_\_

#### What are some ways that you can close?:



# **How to Segement Your List**

Make a \_\_\_\_\_\_

.

• \_\_\_\_\_ To different segments.

#### What are some "Segments" you can use?:



### Have a Prospecting Campaign

- People You Just Meet and \_\_\_\_\_\_.
- Prepare an \_\_\_\_\_ and "Voice Mail Speech.

Write down you prospecting speech ideas:



### Get Feedback

• Use \_\_\_\_\_

• Segment based upon \_\_\_\_\_\_.

•

Notes:



# **Ask For Testimonials and Referrals**

- Video
- Audio
- Handwritten
- Comments
- Shares and Retweets

Notes:



# **Always Give More Than Expected!**

• Have Your Follow Up In Place

Notes:





# What To Do Next

- Go Back and watch the Preview Videos
- Follow me at <u>http://SteveRosenbaum.com/smybe</u> for my "SMYBE" follow up.

Steve Rosenbaum   Social Media Do's & Don'ts								
Home	VREBC	Not for Everybody	Testimonials	About Steve Rosenbaum	Hire Steve Rosenbaum			
Show Me Your Back End Video #1 by admin in Social Media Do's, Social Media Don's, Social Media Videos Here is the first of the "Show Me Your Back End" videos tying into my presentation Monday at Virtual Real Estate BarCamp. (Register now for VREBC If you have not done so already).								
Make sure to also subscribe to this blog using the form at right or below, because on Sunday, I am going to send out a study guide to help you tie it all together. Only subscribers will get the study guide, plus they will be the first to know about each new video. What do you think of my back end? Please share your comments and questions below?					SUBSCRIBE 10 HIGHLIGHTS Name: Primary Email: Follow Mel			
"The Single Biggest Mistake That Keeps Most People From Developing A Large Following On Their Website"					GOOGLE VOICE			
		Preview	vir Back End Video #1		FACEBOOK  Steve Rosenbaum on Facebook  Become a Fan  Steve Rosenbaum Congratulations!  You've SEO'd your site, you've spent beaucoup bucks on advertising, and you've 'organic'd' yourself all the way to page 1!  NOW WHAT??			
Name: Email: SM	/BE Preview V	ídeo		A contraction of the second	Most people spend all their money up front. Not me. I'm a back end kind of guy. After all, that's where all the action is and I will show you why January 4 during my Virt See Nore			





# Coming in 2010!

- Online Marketing Checklist
- Mastermind Groups
- Ustream TV Show
- Blog Talk Radio show



- Book and website with Jason Crouch (Send me your success stories!)
- Professor at Tomato University

<u>Subscribers at http://SteveRosenbaum.com will be the</u> <u>first to be notified of new offerings and specials!</u>

Subscribe Now!!!





# How Can I Help You?

My Goal is to help you make 2010 your best year ever. Please let me know how I can help you and your company make this happen. *I am available for:* 

- Strategic Sales and Marketing Consulting for Companies, Brokerages... Large and Small.
- Speaking Engagements and Sales Meetings.
- Private/Group Webinar Training.
- One on One Coaching/Mentoring.
- and more... Let me know!

Contact me at <u>Steve@SteveRosenbaum.com</u> or call through my website <u>http://SteveRosenbaum.com</u>





# Thank You

- Please comment on my blog what you liked and didn't like about my presentation today.
- Please Subscribe to my blog and follow me. on Facebook, Twitter, YouTube and LinkedIn
- Please Share my site with your friends.
- Please Let Me Help You Make 2010 Your Best Year Ever!!!!

