



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 <http://VREBC.com>
- 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 <http://SteveRosenbaum.com> 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.

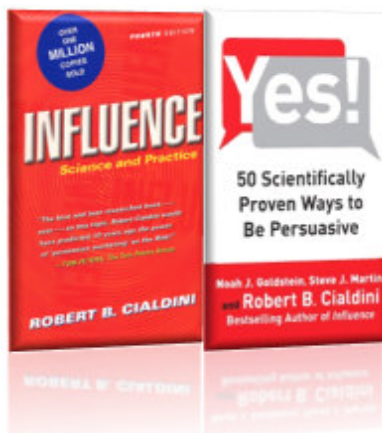
If you haven't done so already...

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

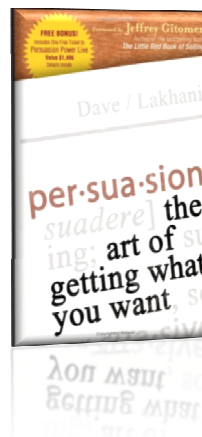


“What’s the difference between Persuasion and Manipulation?”

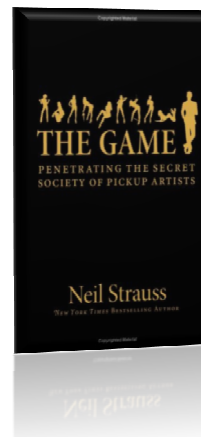
Recommended Reading:



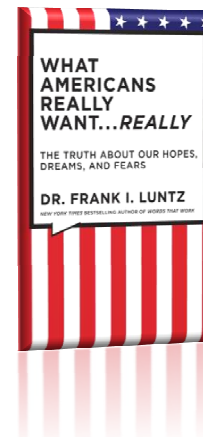
Influence & Yes
by Robert Cialdini



Persuasion
by Dave Lakhani



The Game
by Neil Strauss



What Americans Want
by Frank Luntz



Capture the Lead

Populating the Top of the Sales Funnel Through Social Media



1) _____

2) _____

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?

- Proven to increase response by _____ or more.

How can you use audio and video?:



Multiple Closes On Smaller Tasks

- “ _____ ” – 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:



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



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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 Steve@SteveRosenbaum.com or call through my website <http://SteveRosenbaum.com>



Thank You

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- Please Share my site with your friends.
- ***Please Let Me Help You Make 2010 Your Best Year Ever!!!!***

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