

THE REPEAT SALES ENGINE

8 WAYS TO TURN ONE-TIME BUYERS
INTO LOYAL, REPEAT CUSTOMERS WHO BUY
FROM YOU AGAIN AND AGAIN



BOB SERLING

Copyright Notices

Copyright © by Bob Serling

All rights reserved.

No part of this publication may be reproduced or transmitted in any form or by any means, mechanical or electronic, including photocopying and recording, or by any information storage and retrieval system, without permission in writing from the publisher. Requests for permission or further information should be addressed to LicensingLab, 2033 San Elijo Avenue #220, Cardiff, CA 92007.

Published by LicensingLab

2033 San Elijo Avenue #220

Cardiff, CA 92007

www.LicensingLab.com

Printed and bound in the United States of America.

Legal Notices

While all attempts have been made to verify information provided in this publication, neither the author nor the Publisher assumes any responsibility for errors, omissions or contrary interpretation of the subject matter.

This publication is not intended for use as a source of legal or accounting advice. The Publisher wants to stress that the information contained herein may be subject to varying state and/or local laws or regulations. All users are advised to retain competent counsel to determine what state and/or local laws or regulations may apply to the user's particular business.

The purchaser or reader of this publication assumes responsibility for the use of these materials and information. Adherence to all applicable laws and regulations, both federal and state and local, governing professional licensing, business practices, advertising and all other aspects of doing business in the United States or any other jurisdiction is the sole responsibility of the purchaser or reader. The author and Publisher assume no responsibility or liability whatsoever on the behalf of any purchaser or reader of these materials.

Any perceived slights of specific people or organizations is unintentional.

The strangest way to drink iced tea

It's a sunny, hot day and you've been working in the yard. Mowing grass, pulling weeds, watering plants to keep them from wilting.

After a few hours, you're beat. Your scalp is sweating, the sun has slightly burned your neck and your throat is dry and scratchy. So you head into the house for a tall, cool glass of iced tea.

First you have to put the ingredients together, which is really pretty simple. You brew the tea, two tea bags for each glass of tea. You slice some lemons or oranges into wedges.

Once the tea is brewed, you sweeten it if you'd like, then pour it over the ice cubes you've filled your tall glass with. Add a wedge of lemon or orange and you're ready to enjoy.

But then you do the *strangest thing*.

You see, there are about 12 ounces of tea in your glass. But you don't drink it all.

Instead, you drink just 2 ounces. Then you pour the rest down the drain!

Plus, your behavior gets even weirder. Because you're still thirsty, the next thing you do is repeat the same process to brew another tall glass of iced tea. And then you drink it in exactly the same manner. Sip 2 ounces, then pour the rest down the drain.

But here's the worst part of all. Not only did you do this today, but you've practiced exactly the same ritual for many years. And in all likelihood, you'll continue to do this for years to come.

So I have a simple question for you...

Is this really any way to drink iced tea?

Now, if you have even a shred of sanity, the obvious answer is, "Of course not!"

But here's the deal. While this is obviously the strangest way to drink iced tea, most people don't give a second thought to marketing this way.

You see, if you really want to quench your thirst, the most direct path is to simply drink more of the iced tea that you already have. Not to constantly keep brewing another batch, drinking a fraction of it, throwing the rest out, and repeating the process over and over again.

And the same goes for marketing. If you really want to increase your sales and profits, the fastest, most reliable way to achieve this is to ***sell more to the subscribers and customers you already have.***

This practice of consistently and systematically making repeat sales to your existing subscribers is commonly referred to as “marketing on the back end”. And there are two reasons why this is by far the most productive way to substantially grow your sales and profits.

REASON #1 – It immediately overcomes the greatest obstacle to making a sale. I’m sure you’ve heard many times before that people always prefer to buy from a company that they know and trust. And it’s absolutely true.

People who don’t know you have been burned before, probably many times. So once you’ve earned their trust – either by nurturing them with great content or by actually selling them something that provides great value – it’s far easier to sell more to them than it is to convince a cold lead or prospect to take the risk of buying from you.

REASON #2 – It costs nothing and you have no risk to sell more to the members of your list. I’m sure I don’t have to tell you that paid advertising is expensive. And with the various platforms changing their algorithms almost weekly, it makes it extremely difficult to lock in advertising that performs consistently.

Which means that you invested substantially to build your list. So why not take full advantage of that investment?

When you make repeat sales to your list, you have no ad cost whatsoever – you’ve already paid in time or money to add those subscribers to your list. And you have no risk other than the short time it takes to put together an email promotion and send it to your list.

For both of these reasons, you couldn’t ask for an easier or more profitable way to grow your sales than creating a simple, reliable **Repeat Sales Engine**.

Need more proof? Here’s why all sales are *not the same* ...and some are as much as 95% more profitable

I’m sure you’ve heard the saying, “The real profits are in your list”. And while that is totally accurate, for the reasons I’ve just shown you, most people just give this lip service.

Instead of focusing more attention on selling more to their list (in addition to continuing to build their list), they focus exclusively on the next hack, funnel, technology, and a wide range of other shiny obstacles, all in search of landing more and more new customers.

Now, I don’t have to tell you how expensive and time-consuming that can be. But here’s an even better reason why you should be devoting a far greater portion of your marketing time to focusing on making more repeat sales to your customers and subscribers.

You see, according to Harvard Business Review, making repeat sales to existing customers and subscribers is *25 times* less expensive than making sales to new prospects.

Give that a minute to sink in – 25 times less expensive than making sales to new prospects!

Plus, according to that same study, repeat sales to existing customers and subscribers are as much as 95% more profitable than sales made to cold prospects.

So with all of this unleashed potential, how do you go about making more sales to your existing list? How do you build a powerful **Repeat Sales Engine**?

You start by understanding a simple, incredibly valuable tool that's readily available to you at no cost whatsoever...

The Customer Success Journey **...your key to unlimited sales growth**

In order to fully capitalize on all the additional sales that are currently locked up in your list, it's critical that you understand a fundamental growth principle. This simple, but powerful growth principle is:

No sale ever takes place in a vacuum

You see, whenever a customer buys a product or service, it's never an isolated sale that stands on its own. It's actually just one piece in the *complete process* of solving the customer's problem or achieving their goal.

There are many steps, both before and after they buy a product, that make up the full **Customer Success Journey** that's required for a customer to achieve their complete goal. And by mapping out their complete journey, you can identify and offer them the *exact products and services* that help them most at each step in that journey.

For example, let's say you decide to start a keto diet. Your first purchase would probably be a book explaining what the keto diet is, why it's beneficial, what foods you can eat and what foods to avoid.

But is that the end of your journey to success with the keto diet?

Of course not!

It's just the beginning. So next, you'll probably buy...

- A keto cookbook
- Vitamins and supplements that are recommended for this diet

- A glucose testing device
- More books that go into greater detail about the keto diet
- A book on intermittent fasting (a very popular trend with keto dieters)
- A pressure cooker, which is a fast way of preparing foods without any loss of vitamins or nutrients
- Specially formulated keto foods and snacks
- New exercise equipment
- New exercise shoes
- New exercise clothes
- Group coaching with a keto certified nutritionist
- Individual coaching with a keto certified nutritionist
- And a lot more

The list goes on and on!

But the important point to recognize here is that all these additional steps in the complete **Customer Success Journey** also kick in the minute someone buys *any product or service*.

Once you realize this, it becomes abundantly clear that a single sale is never just a single sale. It's actually the start of a long chain of possible sales that are all based on helping your customers achieve their *complete goal*, not just one small part of that goal.

That's the heart of an effective **Repeat Sales Engine**. Being of greater service to your subscribers and customers and making more sales while doing this.

And it's this tool – the **Customer Success Journey** – that gives you the unlimited opportunity to generate as many new sales as you'd like. All without any cost or any risk.

So with this in mind, let's shift gears and I'll show you 8 different ways to harness the power of the **Customer Success Journey** to start capitalizing on repeat sales in as little as 5 days – and keep growing your sales for years to come.

One more powerful benefit to building your Repeat Sales Engine

When you start making repeat sales to your subscribers and customers, you gain far more benefits than just the additional sales revenue. When you use the 8 methods I'll share with you here, you actually get a much broader range of benefits. This includes:

- Making ongoing, repeat sales to your existing customers
- Converting far more subscribers who haven't bought anything yet to paying customers by leveraging the **Customer Success Roadmap**
- Building in ongoing passive revenue, since many of the 8 methods I'll share here can be automated to run on their own
- Increasing the overall equity and value of your business

So let's dig into all 8 methods that make up a complete **Repeat Sales Engine**. These are the exact methods that I use with all my clients. And many of those clients now make more money from repeat sales to their list of customers and subscriber than they make from the initial sales of their main product or services.

I'll present these 8 methods in an order where each method builds on the previous methods. But keep in mind that once you've had a bit of experience – and success – with these methods, you can vary the order to best fit your specific situation.

Repeat Sales Method #1 **The Results Repeater**

I'm a huge fan of generating a substantial win right out of the gate. Why tinker and test a lot of bells and whistles, when you can use a very simple process to create a significant – and often massive – uptick in repeat sales? And that's exactly what **The Results Repeater** does for you.

Here's how it works.

Our first goal is to produce more repeat sales for you. *Immediately.*

The best way to do this is to create an email offering your best-selling product or service to your list. The single product or service that has produced the *best results* for you in the past.

Thus, the name **The Results Repeater**.

But here's the rub. When I first present this strategy to new clients, many of them balk at it, saying, "I can't do that. My customers have already bought that product!"

But just the opposite is true. Because the best predictor of what people *will buy more of* is the *history of what they've already bought*.

And this goes for both your customers who have already bought your product and your subscribers who have not yet purchased it.

A practical example of this counter-intuitive strategy

A few years ago, I recommended this strategy to a new client who sold cameras and camera accessories. The first thing I asked this client, as I ask all clients, was, "What is your best-selling product?"

It turned out that their best-seller was an inexpensive digital camera. Yes, even in this age of smart phones with great cameras built in, these cheap pocket cameras are still hot sellers.

So I immediately recommended that we offer this exact same product to their full list, including all past customers and all subscribers who haven't bought anything.

Their answer shot out in a nanosecond, "We can't do that! Customers have already bought this and we'd look stupid offering it again!!"

To say they were mad at me is an understatement. In fact, they were so furious, I thought they were about to throw me out of the building.

“OK, but consider this”, I said. “While your existing customers might not want another camera for themselves, if they’re happy with their purchase, there’s a strong chance they would buy more for their family and friends.”

When my new client’s eyes lit up and they agreed to this point, I threw in, “Plus, I’m betting that many of your existing customers will buy another camera for themselves, because it’s always good to have a back-up. In my experience with dozens of clients, it’s nearly always the case that existing customers buy even more of the same product when you simply remind them to”.

“OK, I doubt it, but we’ll have to see about that,” my client said.

So they put together a quick email offering these inexpensive digital cameras to their entire list, both customers and subscribers who had not yet bought anything. In this email, I had them include offers for a single camera, a bundle of three cameras, and a bundle of five cameras.

How well did this do?

At the end of the week that we ran this simple back-end campaign, my client sold 300% more for that week than they normally sell *in a month*. And because many of those sales were to customers who had previously bought these cameras, it proved that your existing customers will almost always be the best buyers of a product or service they’ve already bought.

Benefits of Method #1. This method gives you two immediate benefits. First, it makes more sales to your existing customers. And second, because it’s sent to your entire list, it converts some of your prospects to paying customers.

Ready for more? Then let’s move on to the next Method.

Repeat Sales Method #2

The Automated Results Repeater

So now that you've used **Method #1** to generate a substantial increase in repeat sales, let's look at how you turn that process into even more repeat sales – and schedule in those sales to repeat on a regular basis.

If you're a fan of professional sports, whether it's football, baseball, soccer, basketball or hockey, then you know that teams have a certain set of plays that they run all the time. They start practicing these plays in pre-season. And in most sports, they continue to practice them throughout the season.

Sure, there are some improvised plays and a few of the set plays may be modified somewhat for certain situations. But for the most part, at least 80% of all the plays in all professional sports are set plays that are *run again and again*.

This formula has proven to work well for professional sports. And I've proven to my clients that the same formula works equally well for growing their repeat sales on a scheduled, systematic basis.

So rather than reinventing the wheel, the single best way to guarantee steady repeat sales growth is to *repeat your best-selling marketing campaign for your best-selling product or service multiple times every year*.

In other words, you're going to run your best set play over and over again, just like all professional sports teams do.

Now, I know what you're thinking, you pessimist 😊.

You're thinking that doing this is sheer suicide. That your customers and subscribers will become tired, even angry, of seeing the same promotion multiple times every year.

However, I can quickly prove that this type of thinking is wrong by using the real-life experience of someone you are intimately familiar with...

YOU!

So here's a quick exercise. Think about all the emails you received yesterday.

Just yesterday. Not a single email before that.

Now, how many of those emails do you remember?

If you're like most people, the answer is none. Zero, nada, zip.

And if this is your own personal experience, then why would you think that your subscribers would remember your emails? Especially if they're sent weeks or months apart?

The simple fact is that your subscribers will not remember your emails any more than you remember the emails you've received, even just yesterday.

Automating your Results Repeater

The fact is that the only people who pay attention to any email you send are the few who are truly interested in a given email. All your other subscribers ignore your email. And even those subscribers who are interested in your email quickly forget about it once they've read it and decide whether to take whatever action you've directed them to take.

So you can capitalize on this behavior – and more importantly on your understanding of what sells best to your customers and subscribers – by repeating the exact same email you sent to your list in **Method #1**.

At a minimum, I recommend that you re-send that email at least 4 times every year. And you should further test to see if it remains equally effective when you increase it to 6 and even 12 times every year.

Let me assure you again that you do not have to worry about people getting tired of seeing the same email multiple times every year. Because just like you, your subscribers forget the emails you've sent them by the next day.

So how well does this simple, automated repeater process work?

One of my clients has been sending the same email to his list once every month for 8 years running. It never fails to get results and he never receives any complaints from his subscribers about seeing the same emails being repeated.

Most importantly, the first time he sent this email, his repeat sales increased by \$60,000. Then, by repeating the same email a few months later, he duplicated those results.

Next, he gradually began to send the same email out more frequently, until he reached the level of sending it once every month. And every month, it continues to bring in more repeat sales and profits like clockwork.

So let me close this section by reminding you that when you automate this process by scheduling the same email to be sent out at regular intervals multiple times every year, you're producing increased repeat sales and profits with no additional cost and no additional effort to do this.

And that is a wonderful thing!

Benefits of Method #2. This method gives you three valuable benefits. First, it makes more sales to your existing customers. Second, because it's sent to your entire list, it converts some of your prospects who haven't bought yet to paying customers.

Third, because the entire process is automated and requires little or no maintenance, the additional revenue you produce with it is primarily passive revenue.

And finally, when you can create a consistent, reliable flow of additional revenue on a regular basis, that added revenue increases the value and equity of your company.

Not too shabby for a single, simple method!

Repeat Sales Method #3

Optimize your sales with simplified joint ventures

One of the best ways to substantially grow your repeat sales with just minimal effort, is with my *simplified* form of joint ventures.

These simplified JVs are designed to take full advantage of the **Customer Success Journey**. And they work in a way that's quite different from how most people think of joint ventures.

With simplified joint ventures, you avoid all the hassle and time-consuming negotiations associated with standard joint ventures. Instead of inviting a potential JV partner to promote your product or service in exchange for you promoting their product or service, you simplify the process by inviting your partner to let you *sell their product or service to your list*.

That's it.

You do not ask a partner to do a reciprocal promotion of your product or service to their list. Simply asking to sell a partner's product or service to your list, and nothing else, immediately removes all the complications that come up with the traditional approach to reciprocal JVs.

The first step in this process is to compile a list of all the associated products and services people who would buy your product are also interested in. This is a list of all the products or services that help your customers achieve their complete goal in their **Customer Success Journey**.

You'll compile your list just like I did with the list of associated products and services for the keto diet above.

Then you'll approach companies that make those products or services and request permission to sell them to your list. That's all.

When you simplify your joint ventures this way, you immediately gain a number of valuable benefits:

- Nearly 100% of partners you invite to JV with you this way will accept. After all, what you're really doing is offering them free sales with no other obligation on their part. So you've removed all obstacles that might prevent them from agreeing to work with you.
- 100% of the commissions you receive for these simplified JVs are pure profit. Your partner provides all the email copy that you send to your list, which takes your subscribers to their sales page.

Your partner then takes the orders, bills customers' credit cards, fulfills the orders, and handles all customer support issues. All you do is send out the email copy your partner has given you to your list, then sit back and collect your commissions.

- You generate tremendous goodwill with your customers and subscribers. Any time someone wants to buy a product or service, when they do a Google search, they get thousands of results. This makes it extremely difficult to determine which products are good and which are not.

So when you recommend a quality product or service to your subscribers and eliminate all the confusion for them, they will naturally appreciate you for doing this. Do this multiple times and in addition to all the repeat sales you make, your customer loyalty will shoot through the roof!

One final thought. The revenue you get from these simplified joint ventures is nearly pure profit.

That's because the only effort you have is sending out a simple email. Then you collect your commissions at a near 100% profit margin without any other effort on your part.

Because of this, clients often tell me that the profits they generate from this simple method are greater than the profits they make with their main product or service.

Benefits of Method #3. This method gives you five valuable benefits. First, it makes more repeat sales to your existing customers. Second, because it's sent to your entire list, it converts some of your prospects who haven't bought anything to paying customers.

Third, because your entire investment is just 15 minutes or so to set up and send an email, your commissions are nearly 100% profit. And there's no other form of sales – front-end or back-end – that gives you this powerful benefit.

Fourth, when you make sales that help customers complete another step in achieving their complete goal, the customer loyalty you generate can be significant. Building trust this way nearly always leads to more sales in the future.

Fifth, as I mentioned, some of the subscribers on your list that buy will be prospects who haven't bought anything from you previously. This provides another *entry point* into your business, and it can easily result in these newly converted customers taking a closer look at your main product.

Repeat Sales Method #4 **Chained Joint Ventures**

Ready to up-level your JV game and create regular, repeating repeat sales – and passive revenue? It's easy when you use this method.

Chained Joint Ventures is a method for sending out regularly scheduled JV offers 4 to 12 times per year. And collecting commissions at a near 100% profit rate on every promotion.

Setting up this method is simple. All you do is contact a minimum of 4 companies whose products or services you'd like to sell to your subscribers.

To do this, you're going to use the same approach as in **Method #3**, which is a *Simplified Joint Venture*. Again, all you're doing is requesting permission to sell these other companies' products or services to your subscribers, without asking for any reciprocating promotions from your partners.

Now, allow me a few seconds for a quick diversion. I have nothing against the conventional form of reciprocal joint ventures. However, that type of JV is far more difficult to negotiate and execute, with multiple stumbling blocks. And because I'm interested in giving you the most direct path to increasing your repeat sales, profits, and passive revenue, we're not going to deal with reciprocal JVs here. That's another topic for another time.

Next, once you've negotiated 4 simplified JV deals, which can be accomplished in a matter of days, you're then going to create a "chain" of repeating JV offers. Using a quarterly schedule as an example, on Month 1, you would send your subscribers an offer from your first JV partner.

The next quarter, on Month 4, you'd send your subscribers an offer from your second JV partner. This would be followed with offers in Month 7 and Month 10 coming from your remaining two partners.

Plus, not only are these initial mailings scheduled ahead of time so that they're fully automated and your **Chained Joint Ventures** run on their own, but they are also scheduled to repeat on the same months every year. So this is truly one of the easiest and most profitable ways to generate ongoing repeat sales and passive revenue that you could ever ask for.

Now, if you want to have scheduled offers going out once every month, all you need to do is compress the schedule. Promotions for products 1 through 4 are sent out the first four months of the year. Then, that same chain is repeated over the second and third four-month cycles of every year.

This chain can be repeated for years on end, all fully automated. So every month, you're generating significant repeat sales, profits, and passive revenue like clockwork.

And let me tell you, creating this type of **Chained Joint Ventures** is well worth it. The sales and profits have the potential to be massive.

One of my clients has annual revenue of about \$800,000 from their core products. But they generate an additional \$1.2 million in revenue from their **Chained Joint Ventures**. And all of that is at a near 100% profit margin!

Benefits of Method #4. This method gives you six valuable benefits. First, it makes more repeat sales to your existing customers. Second, because it's sent to your entire list, it converts some of your prospects who haven't bought anything from you to paying customers.

Third, because your entire investment is just an hour or so to set up all the offers you'll use in your chain, your commissions are nearly 100% profit. Again, there's no other form of sales – front-end or back-end – that gives you this powerful benefit.

Fourth, when you continually make sales that help customers complete another step in achieving their complete goal, the customer loyalty you generate is unmatched by any other method. And building trust this way is certain to lead to more sales in the future.

Fifth, some of the subscribers on your list that buy will be prospects who haven't bought anything from you previously. This provides another *entry point* into your business, and it can easily result in these newly converted customers taking a closer look at your main product.

Sixth, because everything is pre-scheduled and automated to run on its own, the profits you generate from your Chain are truly passive revenue. And you can easily continue collecting this passive revenue year after year.

Repeat Sales Method #5

Repeating Circuit Joint Ventures

Here's a method that: (a) Builds your list; and (b) Generates repeat sales, profits, and passive revenue at the same time.

It's a bit more complicated than some of the other 7 methods and requires some additional coordination. But as you're about to see, it's well worth it.

What you're going to do is line up 5 other companies in your market and create a "circuit" of regularly scheduled JV promotions. Your product is included in this circuit, making up a circuit of 6 total products or services.

Once each month, a single product or service is promoted to all circuit members' lists. This continues for 6 months until each product or service has been promoted. At the end of the 6 months, the circuit starts again from the beginning, repeating the order and the results for all partners.

On the month that your product or service is promoted by your 5 partners, you add hundreds of new subscribers to your list and make new, front-end sales at the same time. On the other 5 months, you're making repeat sales and collecting revenue at a near 100% profit margin simply by sending out one email each month for a single partner's product or service.

For example, using the keto diet again, let's say that you offer a keto diet program. Your five JV partners might consist of a supplement company, exercise equipment, keto cookbooks, cooking equipment, keto protein bars... and on and on.

Plus, once a year's worth of promotions has been completed – consisting of two complete circuits – you then repeat the entire circuit again the following year. And this can continue for as many years as the members of your circuit like.

Benefits of Method #5. The benefits of this method are enormous.

Not only do you make repeat sales 10 of the 12 months of the year, but you also make front-end sales two months each year. In addition, during these two months of promoting your product to the lists of the other members of your circuit, you also gain hundreds, and possibly thousands, of new subscribers to your list.

Next, with the promotions you send to your list for your Circuit partners' products, in addition to making more repeat sales to your existing customers, you also convert some of your prospects who haven't bought anything to paying customers.

Plus, once your circuit has been set up, it only requires about an hour of maintenance each month to keep everything running smoothly, so nearly all the sales proceeds and commissions you receive are passive revenue.

Now, you already know that when you continually make sales that help customers complete another step in achieving their complete goal, the customer loyalty you generate is unmatched by any other method. And nothing makes more sales and builds greater trust than this method.

Finally, you are now giving the subscribers on your list who haven't bought anything yet, 12 additional opportunities to buy. And that's 12 more, invaluable *entry points* into your business.

Repeat Sales Method #6

Welcome Sequence – Individualized

Now that you've lined up some great JV partners, here's a really easy way to capitalize on these relationships.

Whenever you gain a new subscriber or customer, you should have a **Welcome Sequence** of emails that help familiarize new prospects with your company and products. This sequence should start the day after a customer either joins your list or purchases your product or service.

The length of your **Welcome Sequence** can range anywhere from a few emails to 10 or more. I've even seen a few **Welcome Sequences** that included more than 50 emails.

So returning to our keto diet example, if you sell a program on weight loss with the keto diet, your sequence might include an email on your top 3 favorite recipes... another email on the best keto snacks that won't blow your diet... and a third email on tips for sticking with the keto diet when eating in restaurants.

And here's how you produce more sales with each of your **Welcome Sequence** emails...

At the end of each email, you simply include a P.S. for one of your JV partner's products – or for one of your own products that your customer hasn't bought yet. It will read something like this:

P.S. We're always looking for ways to make your keto journey easier and more successful. And nothing is better for this than the bone broth from our friends at Best Bone Broth. Take a look at their line-up of GMO-free broths – and take a 15% discount while you're at it: www.bestbonebroth.com

Now, the additional sales you'll generate with this won't be massive. But it will be regular and uninterrupted for as long as you continue to use your **Welcome Sequence**.

Benefits of Method #6. As with all the methods in this program, this method gives you multiple benefits.

First, it makes more repeat sales to your existing customers. And it potentially makes multiple repeat sales, since you will have a number of emails in your Sequence.

It also makes these repeat sales right away, since your Sequence begins the day after a purchase and continues each day for as many emails as you have in your Sequence.

Next, because your entire investment is just a few hours one time to create your Sequence and load it into your autoresponder, and that autoresponder is fully automated, the income from these sales is pure passive revenue. And your Sequence can be used for as long as you're

in business.

Finally, when you make multiple repeat sales that help your customers complete multiple steps toward achieving their complete goal, the customer loyalty you generate is through the roof. And you can be certain that building this type of trust will lead to more sales in the future.

Repeat Sales Method #7 **Welcome Sequence – Top 5**

This strategy steps things up from what I just showed you in **Method #6**. Now, in order for this to work properly, you need to have 5 to 10 products or services from your partners – and your product or service can be included in this group as well.

With this strategy, you're going to write a short article featuring the benefits of one of these products or services in each of your **Welcome Sequence** emails. And, of course, each article ends with a link to purchase the product or service.

Using this strategy, your first email would start something like this:

Welcome to our keto health and wellness community! In addition to our flagship Keto diet program, we've carefully researched five of the best tools available for helping with your complete keto journey.

Each day for the next five days, we'll be sending you a short article on using these tools to get the results you want – and to get them quicker. Today's article shows you all the benefits you get from regularly consuming bone broth. I know you'll be surprised by some of the important benefits we've discovered... so let's get right to the article!

(Article with link to purchase your partner's product goes here)

Then, each day for five days (or longer if you prefer), you send out another article in your **Welcome Sequence**. And each day, you rack up new repeat sales and profits!

By including an article that *provides information about achieving your prospect's goal*, the deeper understanding it delivers on a topic causes more subscribers and customers to investigate the product being promoted in that email.

The level of engagement produced by this type of email can't be matched by other methods. So it naturally this results in a higher number of repeat sales.

Now, in case you're concerned about offending your new subscribers or customers with these offers, don't be. A person's interest in purchasing a product for a goal they'd like to achieve is never higher than when they first join your list, either by subscribing or by buying something.

So what you're doing is guiding them in finding great sources for more of what they're already looking for. And not only will you make more repeat sales this way, but you'll also build a high degree of customer loyalty at the same time.

Benefits of Method #7. This method really ramps up the benefits that you get.

First, it makes more repeat sales to both your prospects who haven't bought anything from you and your customers. In addition, it has the ability to make multiple repeat sales over a very short period of time, because these education-based emails create a much higher level of engagement.

It also makes these repeat sales immediately, since your Sequence begins the day after a subscriber joins your list of a customer makes a purchase and continues each day for as many emails as you have in your Sequence.

Next, because your entire investment is just a few hours one time to create your Sequence and load it into your autoresponder, and that autoresponder is fully automated, the income from these sales is pure passive revenue. And your Sequence can be used for as long as you're in business.

Finally, when you leverage education-based emails to make multiple repeat sales that help your subscribers and customers complete multiple steps toward achieving their complete goal, the customer loyalty you generate is unmatched by any other method. And you can be certain that building this type of trust will lead to more sales in the future.

Repeat Sales Method #8 Resource Center

This final method gives you another great way to generate more repeat sales – and passive revenue – from your subscribers, your customers, and visitors to your website.

Building on the products and services you've already identified in your **Customer Success Journey**, you'll continue to create deals for as many products and services as you can. Once you have 10 or more, you'll then set up a **Resource Center** page on your website.

Your **Resource Center** page lists every product and service you offer to help your subscribers achieve their complete goal. And the majority of those are products and services are from other companies, all of which pay you a sizable commission at a near 100% profit margin.

Doing this generates additional repeat sales *plus* front-end sales with no effort. This is done in two ways.

FIRST – you can direct your subscribers to this page to generate repeat sales. One way to do this is to include a link in the P.S. of every email you send out. The topic of the email doesn't even have to be related to the products or services listed in your **Resource Center**.

All it takes is a short P.S. that says something like:

*To see a list of the best products and services for achieving all your keto goals,
be sure to check out our Resource Center at (your url).*

Some of my clients generate 20% more repeat sales every year with this simple technique alone. Those sales are all hands-off. And all the proceeds are entirely passive revenue.

So it's well worth the minimal effort it takes to set up this automated process.

SECOND – Another way that sales are made is that your **Resource Center** is available to your subscribers and new prospects every time they visit your web site, resulting in additional, passive sales.

In addition, it's available to visitors to your website who aren't yet on your list. In this way, you can actually make front-end sales with this method.

Now, sales from these visits to your website certainly won't become your main source of revenue. But if you can bring in 50 extra sales every month, that's passive revenue you've generated at no cost with this simple strategy. All automated, so it occurs with no work on your part.

And don't forget – for every sale made through your **Resource Center**, you receive a direct payment on sales of your own products and a commission on every product and service of other companies.

Benefits of Method #8. This method gives you many of the benefits of the other seven methods – but it adds one new benefit that none of the other methods offer.

This new benefit is the ability to make sales to visitors to your website who aren't subscribers or customers. Any time a visitor takes a look at your **Resource Center** and decides to buy a product, they have now become a paying customer. And if you've implemented any of the previous seven methods, you'll now be able to start making repeat sales to these new customers on a regular basis.

Next, with nothing more than a quick mention in every email you send out, this method makes more repeat sales to your existing customers. And because you have multiple products and services in your **Resource Center**, you can easily make multiple repeat sales on a regular basis.

This method can also be a powerful tool for converting more subscribers to paying customers. By offering a wider range of products and services that your subscribers value, you greatly expand your ability to make a sale, so your conversion rate increases substantially.

While setting up your **Resource Center** requires a few more hours than the other seven methods I've presented here, it's well worth it. Because once you've set it up, there's absolutely no maintenance required. And it will be your "quiet salesperson" for months and years to come.

Finally, your **Resource Center** can be your ultimate builder of customer loyalty. By offering a wide range of products and services that help your subscribers and customers achieve their complete goal, you greatly increase the number of "touch points" you have with them.

The more often your subscribers and customers engage with you and recognize the value you bring them, the greater your customer loyalty will be. And that's a certain recipe for making more sales immediately and in the future.

Why you have no cost, no risk and nothing but upside potential when you apply these 8 methods to your business

To close this out, I want to emphasize that with all 8 of the **Repeat Sales Engine** methods we just covered, you never have any cost or risk involved. That's because every asset you're going to optimize – whether they are your own or the assets of other companies – already exist.

These assets – your list, your products or services, and your relationship with the members of your list already exist. And all the products and services of the other companies you'll partner with already exist.

So there is no cost to develop any of these assets or to pay outside vendors to develop them for you.

In addition, these assets already have a proven track record. So the risk of them not performing when you use them to generate new repeat sales is eliminated. But even in the few cases where a given Method doesn't work as well as planned, you really haven't lost anything other than a small amount of your time.

So I want to make sure that you understand the immense power of adding ongoing repeat sales and profits to your business where there's nothing required other than a small investment of your time. And as you can see from the examples I've given you throughout this material, even the amount of time you invest is kept to the bare minimum.

I'll close here by summarizing two critical points that will serve you well for years to come:

FIRST – Without any cost or risk, the majority of the proceeds you generate when you use any of these 8 methods are *pure profit*.

Your overhead costs are already covered by your core business. And since you are leveraging and amplifying assets you already have, but in new and highly profitable ways, you don't have to buy traffic, pay for new marketing pieces, hire additional staff or pay for anything else that's normally required to start a new project from scratch.

SECOND – Because you aren't required to invest heavily to implement any of these strategies, you can have multiple **Repeat Sales Engine** initiatives running, or in the works, at the same time.

The only real limitation is your time or your staff's time. So this is a much more efficient way to increase your profits than constantly focusing on the next new "big thing".

Conclusion

The 8 methods I've shared with you here are just some of the ways a steady flow of new repeat sales can be generated for any business. I also showed you why the overall concept of ***leveraging the value locked up in your list*** is such a valuable way to make your business more profitable with no cost and no risk.

I hope this has opened your eyes to dozens of opportunities that exist right now within your business. Opportunities that take just a small amount of time to capitalize on.

And what I hope most of all is that you will begin to take advantage of these opportunities right away. As you've seen, this is easy to do.

Just take one or two of the methods I've given you here and apply them to your own business. I know that when you do, you'll be surprised by your results in the best way possible!

About Bob Serling



Bob Serling is a 35-year marketing veteran and the founder of LicensingLab. His innovative take on marketing has helped thousands of businesses and entrepreneurs produce exceptional results.

Bob has been the monthly marketing columnist for Success Magazine... invented a skateboard toy featuring Tony Hawk's branding that was sold in toy stores and department stores all over the world... co-created and licensed advanced assessment software currently being used by many Fortune 500 companies... created a one-and-a-half page prospecting letter for a client that landed an agreement for a \$25 million project by being sent to just one prospect – then licensed that same letter to 14 different industries... and much more.

He's perhaps best known for having pioneered the use of generating substantial, ongoing sales and passive revenue by leveraging your list of customers and subscribers. Because your list is an asset you already have but aren't fully capitalizing on, his strategies let you quickly create new sales and profit centers with no additional cost or risk.

Bob's clients find that leveraging their list this way not only increases their profits, but balances cash flow so there's a steady, reliable stream of income every month.

*** **

The 8 methods covered in this material are just a portion of the 23 strategies Bob Serling has developed for making more money from your list and the other assets you already have than you make from your main business. In keeping with his philosophy presented here, Bob's complete set of strategies focus on innovative, yet practical ways to maximize the number of sales you make to your list.

Just some of what these strategies can do for your business includes:

- Convert a much higher percentage of prospects to paying customers
- Create substantial, sustained increases in sales that continue month after month
- Increase the profit margin on some of your products or services to as high as 95%
- Turn one-shot sales into loyal customers who buy from you for life
- Set up Strategic Partnerships that generate substantial sales and build your list at the same time
- Create simple, automated systems that make more money from repeat sales to your customers than you make from your main product or service
- Plus more

Also, because all of Bob's strategies leverage the email list that you *already have*, there's never any cost or risk to implement them.

If you'd like help capitalizing on any of the areas covered in this material or Bob's complete set of sales growth strategies, he offers companies that have annual sales of \$350,000 or more a free **Sales Growth Review**.

You can request your complimentary **Sales Growth Review** by contacting Bob here:

growth@LicensingLab.com