

Using ResponseMailer with your Coastal Business

The ResponseMailer (RM) is already prepared with 4 Campaigns (for PowerSuite Pro users) to use in building your Coastal business. These automated email Campaigns are designed to enhance your current efforts. They will dramatically assist you in your efforts to advertise, follow-up with clients and train New Associates. It is best to continue the methods you are currently doing to build your business **simply use this tool to enhance those efforts.**

Description of Campaigns

Advertising:

A series of emails that will present the Coastal Opportunity to prospects for well over a year. These emails are broken up to go out at various times and the content of these emails vary so as to attract a wide variety of people. Importing a quality list of Double Opt-in Business Opportunity seekers and sending them this Campaign will help bring in an ongoing number of interested prospects. You may also enter prospects name and email address one at a time, this works well when wanting to send information to a friend or family member.

Each email is encouraging the prospect to better qualify themselves and learn more about Coastal Vacations by watching a 10-minute Online Movie and then completing an 'Information Request' form.

1. Prospects are directed to the Business Flash Presentation.
2. Once they complete the Request Form that information is submitted into your RM system and is placed into the **Interview Follow-Up Group**. **Check this Group in your RM system DAILY** for new additions, this is your queue to go into your RM system and **remove them from the Advertising Group** so they do not continue to get advertisements.
3. The Prospect will instantly begin receiving a series of follow up emails directing them to print out your 15-page Printable Profile.
4. You will want to **CALL this prospect** as soon as possible with the Coastal Qualifying Script.

Interview Follow-Up:

Every time a prospect fills out the Request Form on the Flash Presentation site they are immediately sent this Campaign. If you are purchasing Leads from Opportunity Connection or Cutting Edge Media you may wish to place those Leads in this Campaign as soon as you receive them so each prospect is getting some immediate contact from you. **HOWEVER, this is not a substitute for calling them.** That would be a total waste of the money you spent on the lead, you **MUST** Contact them by phone! This Campaign simply maintains some contact with your prospects until you can reach them by phone. It encourages those who are most serious to take the steps to contact you first. **Leads should NOT remain in this Campaign for long!** Once you have contacted a prospect, remove them from this Campaign!

Script Follow-Up:

This is your **most useful Campaign!** Every time you get a lead (no matter where it is from) you will be contacting that person over the phone to determine their level of interest and whether or not you want to work with them. Use the '**Coastal Qualifying Script**' in the Members Section, or something similar to it, for this conversation. For those who qualify your objective is to get them some more information about Coastal Vacations. Entering a prospect into this Campaign will get them more information. It will send them an easy link to pull up and print your personalized 15-page '**Printable Profile**' without going to your website! It will follow up on them for several months even into next year, all of them time closing them and leading them to an informed decision.

1. Immediately after speaking to a prospect put their name and email into this Campaign.
2. Continue your normal follow-up routine with each prospect.
3. Be Prepared! Prospects will email you back after receiving these emails. They will feel as if you have just emailed them yourself and will be responding appropriately. Do not be confused when you get a reply email to one of your auto responder emails.
4. Leave the prospect in this Campaign until you get a decision from them as to whether or not they will be joining Coastal!

New Assoc. Training:

This Campaign is a major tool in helping you properly train every New Associate who joins your Team. As soon as a Prospect has purchased their Level I or Level II Package you will want to place them into this Training Series of emails. Only the Director who actually received the money for the sale of a package should send this out. This system even walks them through the process of completing the application in their Travel Package!

1. **Timing is Important!** As soon as you receive the Money for the Package Purchase, enter the name and email address of each New person who joins your Team into this Group. They should get the training emails at exactly the right time to correspond with receiving the Package, etc.
2. Continue your normal training process.

As you can see this system is designed to walk a person through the Coastal System and into the business in conjunction with your personal efforts. It is **IMPORTANT TO NOTE** that a person should **NOT be in more than one Campaign at a time**. This would make the system invalid and would confuse your prospect.

To change a person from one Campaign to another simply search for them by name or email in the '**Subscribers and Groups**' Section and then add or remove them from an appropriate Group. Each Group name is similar to the name of the Campaign assigned to that Group.

URGENT Set Up Requirements

It is vital that your Personal Information in the ResponseMailer System is accurate and properly entered. Each outgoing email will pull personal information (Name, Phone, Websites) about you from this area. If you do not have these areas filled properly the emails **will NOT MAKE SENSE!**

Most of the fields are self-explanatory, however the following Fields are not thus are explained below:

Phone 1: Your Direct Home Office Phone Number

Phone TeleCenter: Your personal Toll Free number from COA

Website1: Your Coastal Business Opportunity Site (<http://www.coastalincome.com/yourusername>)

Website2: Your Coastal Business Flash Presentation Site
(<http://www.coastalpresentation.com/yourusername>)

Website3: Your Coastal Retail Site (<http://www.coastaltravelpackage.com/yourusername>)

WARNING: Changing the information in these fields to something other than is mentioned above will cause your pre-configured emails to appear incorrect and confusing!