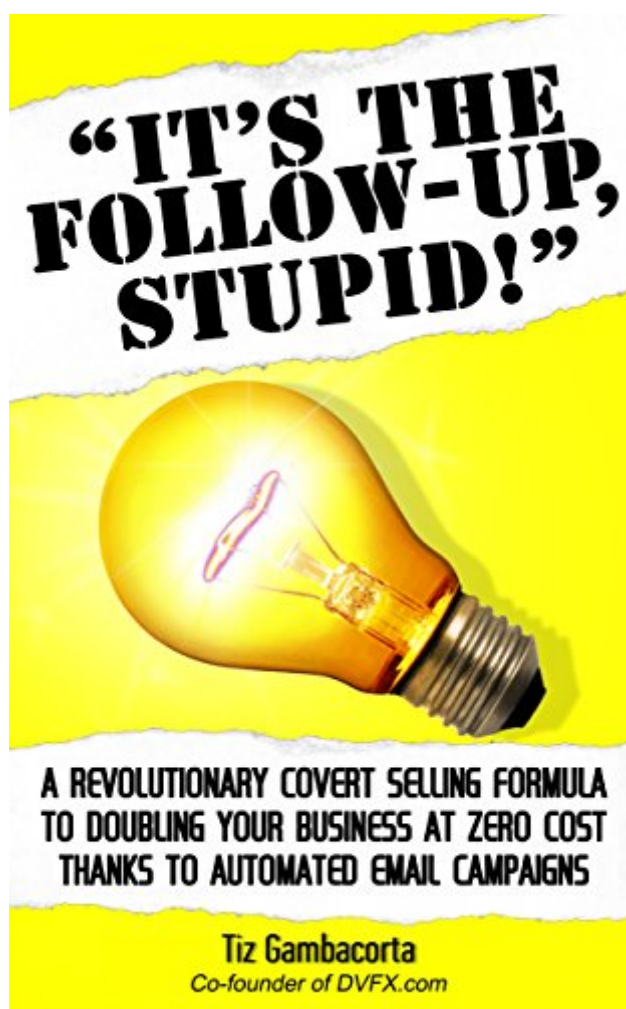


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# It's The Follow Up, Stupid!: A Revolutionary Covert Selling Formula To Doubling Your Business At Zero Cost Thanks To Automated Email Campaigns



## Synopsis

Want to earn more, work less? What if your...prospects became customers automatically? ...customers became repeat customers automatically?...repeat customers brought in more customers automatically? This is a no BS 5-step formula to getting more leads and more sales at zero cost thanks to automated email campaigns. The catch? "It's The Follow Up, Stupid!" With automated email follow up... Missouri dentist Dr. Burleson grew revenues 180%, reduced acquisition costs by 56% and went from 5 to 42 holidays/year New York Entrepreneur Dana Levy started her business from 0 and sold it 8 years later for \$125 million British insurer Liverpool Victoria is making £198.40 for every £1 it spends! You will also have exclusive access to these training videos: How to get big money from tiny email lists The ultimate email marketing automation map The 3-step "invisible" campaign that doubles sales You will never look at your business in the same way again. You will have an irresistible urge to implement this formula (warning: may cause loss of sleep). Tiz Gambacorta has been defined as "One of the brightest email marketing minds of our century" by his seminar attendees. Thanks to automated follow up his business went from \$0 to \$50,000/month in 12 months. He lectures at LUISS university in Rome, Italy and is a certified coach with the Cyprus Human Resources Authority.

## Book Information

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## Customer Reviews

Read this on a long haul flight back from a conference in Vegas and realized that I got more out of this book in a 5 hour flight than I did at the 4 day conference I had just come from.

Simple, straight-forward but 'not often spoken about' tips and strategies.

Awesome book...great author Tiz Gambacorta. Great work - had to read it a couple of times but mainly because I only skim read it the first time. To be honest, I think any business who isn't doing this already is missing a trick. There is email follow up, and then there is THIS. I thought I was already doing a good job with my email marketing. I even have a guy doing it for me so no-one could say that I wasn't putting effort into it, but comparing what I was doing before which was pretty slap-dash and 'hoping for results', to what I now have in place thanks to this book, it's night and day. I'm sending emails to prospects hands-free at the right times, and now only speaking to leads and clients who are ready to hire me. I actually managed to take a lunch break away from my desk for the first time in literally 3 years now! Cleared my calendar of pointless calls and writing so many emails to individuals every day. I really believe that what I got out of this book has taken my biz to the next level.

Pros: Plenty of examples on how the techniques can be applied to many industries including mine (I am a solo entrepreneur). Breaks down the lead nurturing and selling processes in a few simple steps. Cons: Takes some knowledge to setup (to be honest, the book fills this gap). Need to read into one third of the book until it all starts 'clicking' and making sense. Summary: a great introduction to how solo entrepreneurs like me can automate their sales and marketing.

YES!!!! I haven't yet put the system in motion yet but I thought it was really good stuff. Nice to hear about other people who have had success with this type of marketing as I have read so many books about 'the perfect method' from people who couldn't back up anything they were saying with any tangible examples. I'm planning to put some of the advice into practice - I think I will do the big changes first before I get into the more detailed parts. Looking forward to get the basics in place so that I can start seeing results. Fingers crossed...

OK. The concept of sending automated marketing messages is not new by any means. This book

doesn't really present itself to be the hottest new way to do this though which was a relief and a disappointment in a sense too. It is more of a guide as to how you can automate your marketing. Not too long or technical so it was pretty easy to understand without being patronizing to business owners like me who already know a thing or two about marketing already.

It's funny because I felt totally blind before I read this book. Reading the examples that people gave and how much they made is such an inspiration. I urge anyone to try this and live the life you've wanted!

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