

List Conversion Tactics

Be A Problem ~~Solver~~ Creator

By: Chris Ramsey



Let's start by making something very clear...

What I'm about to share with you is **powerful**. It may sound simple, but if you don't get up and put this into action NOW, you're going to be missing out on a lot of sales.

This little idea, which I got from the guy who did Kajabi's launch copy ([Colin Theriot](#)), as well as many other multi-million dollar launches, has completely changed the way I sell my products and services, so please pay attention to what I'm sharing here.

So let's jump right in...

Everyone focuses on “fixing” problems, and that's getting old and tired. Okay, maybe not entirely, but this blows it out of the water.

Instead of just focusing on fixing problems that already exist, start creating problems they may or may not be there.

As a list owner, your subscribers look up to you – no matter how many you have.

That's why this works – they take your word, which means any problems you tell them exist, they'll start to notice it all around them.

If you can work this into a follow up sequence, maybe 3-4 days of harping on a single problem, this will be so engrained into their minds that when you “send them your product at a discount because so many people were asking about it” you'll make a nice sum from just a few hours work.

Let's take a real-life example so you can see how this works.

I've got a product, [The Easy Lead Finder](#), for offliners.

One squeeze page I have out there has a unique follow-up series that I'm testing before putting it into full-on production. So far, it's killing.

The first 3 days of follow-ups are designed to create the problem of “offline being disastrous”.

Now, you can see that's a really broad problem to deal with. I can fit nearly anything in there.

That's the sort of problem you'll want to start with for your follow-up. Convince your subscriber that the field they've chosen to get into is TOUGH.

Once you've done that, provide your product as the offer.

Of course, this doesn't just have to go with follow-ups, you can use this in single emails too.

One email of mine, subject line - “a BIG problem with offline clients”, went into details about how an offliner could ruin their chance of ever working in their town again if they made this one mistake...

I went on to a little over 20 units from that email. Of course that's when my list was fewer than 2,300 strong – so it was pretty good at the time.

Of course, it's very unlikely that this would actually happen to my subscribers... but it doesn't matter – they take what I say as truth.

This doesn't give you a license to lie to your list, but putting the worst scenario in front of them is perfectly acceptable.

Take some time to think about the problems in your niche.

It's cliché, but visit forums in your niche and keep an eye out for recurring problems. The more you can add to a list, the more content you'll have for future products.

One pitfall you'll need to watch out for is fixing the problem too early.

I often have to go back and edit because my emails tend to tell the reader how to solve their problem before they buy the product.

Don't do that though... Your product needs to be the solution to the problem.

Free content is great, but I run my list to make a living – so everything I send out has some sort of sale attached to it – even if it's just in an email sig.

One important thing to note...

Make sure that you are actually offering VALUE in your problem creation. If you can spot a pothole that your subscribers will be coming across sooner or later, it's valid.

By pinpointing these and showing your subs where they are, they'll come to love you and take your every word as truth.

Just think... If you warn them of a problem and a week later they see it all around them, you've just become a prophet in their eyes.

We'll talk about that some other time though...

Right now, I just want to make sure you understand the concept in this report, so I won't bog you down with others.

Thanks for reading this short report. If you liked it, please consider leaving your thoughts in the thread.

Thank you!

Chris Ramsey

*Wanna Increase Conversions
But Don't Want To Waste Time?*

Then talk to me.

I've been at this for years and have worked for some of the biggest names in Internet Marketing (Mark Joyner, anyone?)

I've helped them up their conversions and I can help you do the same.

Email me at
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