

# **“Iceman Conversions!”**

**‘Immediate Action Guide’**

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Let's hop straight into the immediate action!

Let's begin with what is a 'Cold Traffic Superhero?'

A 'Cold Traffic Superhero' is simply a marketer who can convert traffic at a rate other marketers consider extraordinary on a consistent basis.

The way you achieve this is to keep the ultimate goal in focus at all times. The reason I say that is as you read this immediate action guide you'll find some things I suggest counterintuitive. But, when you look at through the lens of the 'Ultimate Goal' it'll become clear.

What is the ultimate goal you ask?

Simple>>> **“NET PROFITS!!!!”**

Your objective is to increase net profits. It doesn't matter how much you make per sale, how much it costs you to acquire a new customer, and it doesn't matter how effective or efficient your system is.

**NET PROFITS** – that's what it's really all about. The difference between the price received and what it cost you to make that sale in the first place. The money that goes in the bank.

And, I know a incredible secret that I'm going to share with you right now!

This secret used what I call the “WOW Factor Technique”.

It's an old school technique old timer direct marketers use to use in direct mail print sales letter mailed to cold prospects to convince them to buy.

When it comes to cold traffic this is the **NUMBER ONE SECRET** to increasing sales volume and ultimately your '**NET PROFIT**'...

**The secret is to match an offer to a specific type of person... pile on the value... and then completely REMOVE the barrier to entry...**

What does that mean in plain English? Basically, you give your prospects the opportunity to gain access to your product, risk free.

You hear this every day, but do you know what that REALLY means?

Allow me to show you an example. You can modify this for your own products. I use one of two tactical approaches.

The first one is to offer a 125% to 200% money back guarantee if my customers don't get a specific measurable result... with conditions (They have to track their use of the product and then prove that they actually used it and that it didn't work. )

That's it. Offer all of their money back, plus a bonus if they don't get a result. In my case, I've used this for my own products as well as affiliate products. I know my own products and the ones I recommend work, there's undeniable proof that they work. It's mechanical like switching a light switch. Everyone who uses the stuff I offer get the same result. So I'm willing to put my marbles on the chopping block to get the customer to send me money in order to try it for themselves because the retention rate is incredibly high.

I'll give you two examples, 1 with my own product, and 1 as an affiliate.

### **First, my own product example:**

I've done this numerous times but the first time I did it was with my 'Big Dawg Profits' bootcamp offer a few years back. I sold 181 spots in the beta-launch of the bootcamp and NOT A SINGLE CUSTOMER took me up on the 200% money back deal. In fact, only three people asked for a refund.

Here's the offer:

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**“Hey, if you don't want to be at least \$1,000 richer in the next 21 days, and you're email list hasn't exploded with 100s of new subscribers... then I don't deserve to keep your money.**

**In fact, I'll even go one step further - I will give you a full refund plus an additional \$197 for taking the time to actually try my program.**

**That's how confident I am that this will work for you.**

**All you need to do to get the extra \$197 is email me a live link to the funnel you created as per the instructions in the course, plus tracking proof of you sending traffic to that funnel with your paypal email & transaction ID so that I can process your refund and send you a payment for \$197.**

**You simply cannot lose.**

**Best case scenario you're raking in 4 figure days in a months time, worst case scenario you \$197 that you can use to buy my competitors products.**

**This is a no-brainer decision!**

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Put yourself in your customers' shoes. Could YOU turn down an offer like that?

From a marketer's perspective, yes, it does seem like a scary proposition. And YES, you'll get refund requests. That's part of this business. But I can also confirm that very few people will take the time or effort to ask for the extra money – especially if the product works as advertised. Most importantly, your conversion rate and your bottom line profits will jump dramatically.

The more aggressive the better. One of the most aggressive ones I've seen is by Matt Lloyd of M.O.B.E. He offers to pay people \$500 on top of the refund if they don't see the results he promises. Very powerful stuff. especially on a first impression.

But, as I told you earlier you can do this with affiliate offers too...

It's the same approach. Not only do I offer the customary bonuses but on top of that I offer an affiliate guarantee!

Here's one I did for an IM product...

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**"In addition to the 5 bonuses listed above I offer my own affiliate guarantee on the product.**

**If my recommendation of Autoresponder Madness ends up being a dud and you don't get the kind of results I showed you I got as well as the others I recommended in the case study above... then I don't deserve to keep the commission I get from your purchase of the product.**

**So, in addition to the refund of \$300 you'll get from Andre and his team over at Autoresponder Madness I'll pay you \$150 out of my own pocket if you don't get the amazing results I've promised you.**

**All you need to do to get the extra \$150 is email a copy of a folder with all the assignments Andre gives you in the course completed, as well as the S.O.S. email sequence you put together, the offer you promoted, proof that you sent traffic through the sequence, and proof it made no money. Along with your paypal email address so I can forward you the payment.**

**Plus, in addition to that you get to keep all 5 bonuses for free.**

**But, that's not all..**

**As a token to says thanks for trying I'll give you my \$197 'Done For You' email campaign (that I open only twice a year to 50 people) and my best affiliate offer just for trying.**

**You simply cannot lose.**

**Best case scenario you create a autopilot email cash machine that's 100X more profitable than regular ARM buyers because you have my 5 bonuses.**

**Worst case scenario you get \$150 plus my premium 'Done For You' email campaign. So, you can buy \$150 worth of traffic 100% and make a profit or pair up my campaign with the competitors product you buy with your free money.**

**This is a no brainer decision!**

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I killed it for months with that offer. And, I never got one single request for the \$150. However, I did get numerous emails asking to buy my 'Done for you' email campaign. To which I obliged. So, in addition to the commissions I was getting an Additional \$97(I sold it at a 50% discount) at a 30% conversion rate(3 out of every 10 buyers thru my link bought my DFY campaign).

When you pair this with a killer bonus and sneak in a extra bonus in the guarantee you can really clean up with this method.

**Now, let's discuss my second approach to this method...**

The second approach is to use a variation of Gary Halbert's "We won't cash your check for 30 days" technique.

In a nutshell, you give your customers limited access to your product or service at no charge.

It's very easy to set this up with paypal.

Here's what you do:

You offer a 7 day Free trial to your product. For my affiliates out there convert your bonus into cheap frontend offer and sell the affiliate offer as an upsell. You'll see a 200% - 300% increase in your frontend conversions.

Break up the frontend into two installments. I like to do two installments of \$17.

Set this up with Paypal checkout's "installment plan" instead of the subscription style.

When you do this people cannot cancel the agreement by simply clicking the cancel button in paypal.

They have to manually contact you to request a refund.

**Note: You will see higher refund rates, usually around 30%.**

But don't be too concerned about that. You must keep your eye on the bottom line profits. The net difference will almost always be staggering. It's not uncommon for as many as 7 out of every 10 people who land on your order form to take you up on such an offer. So even if half of those people who sign up initially cancel the payment, you're still looking at a net conversion rate (of all the people who land on your page) in excess of 30%. In other words it's possible that 3 out of every 10 people who land on your page could become paying customers.

20% is commonly considered impressive for the upsell. You'll be outperforming most marketers upsells by at least 10%.

If you're charging two payments of \$17 then that's \$102 in earnings on the frontend from 3 cold prospects per every 10 visits!

Here's the beauty when you combine the free trial with a installment plan, and a conditional 200% guarantee you start getting unearthly conversion rates.

What this enables you do is when they email you requesting a refund you can go into retention mode:

- 1) You can remind them why they signed up for the program in the first
- 2) You can offer to waive the second installment if they'll keep the product and work with you to implement it.
- 3) You can show them proof of other success and offer them a secret bonus if they decide to keep the product.

This has a ridiculous effect on the NET conversion rate (total sales minus refunds and cancellations.) Marketers - especially the online guys are too scared to try that.

***Huge Sidebar: Let me share a very important tip with you. Don't be afraid of giving voluntary refunds.***

***You will be exposed to a few weirdos when you do business online. People who make you cringe every time an email hits your inbox - or if you've got a staff, people who make your staff uncomfortable.***

***My suggestion is to let those customers go because it's always better for you and your staff to have a clear mind and a happy, productive working environment. Nothing sucks the life and joy out of your day than a miserable customer.***

***So give them a refund asap (even if they don't ask for one), block their IP addresses and then focus your attention and love :- ) on the good ones. There are plenty of great people to work with so there's no need to be held hostage in your own business.***



***Always remember who makes the rules in your business. (you do)***

Here's another awesome twist on this method that further cuts down on refunds...

Stagger your bonuses...

See how I crafted this offer:

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**Here's what you get:**

The course is broken into two parts.

The first part is a PDF file that shows you exactly what to do. You will get instant access to that. It's 25 pages - easy to print out.

There's no fluff and introduction. The content starts right on the first page.

The second section is delivered via email.

The autoresponder will send you an additional part every 7 days and there's a total of 12 additional parts.

No... don't worry, this list is not designed to sell you junk on the backend. The email list is specifically setup to show you advanced tactics that's not covered in the ebook. It's 100% content. There's nothing else to buy.

I must warn you before you continue that some of the emails are ultra advanced so you may have to read them three or four times to fully understand what I'm talking about. I've done my best to break all the concepts down into usable instructions.

Here's an idea of what you'll get in these emails...

The first email will show you {BLAH BLAH BLAH}. You can literally make this change in 10 minutes and start seeing results. It's incredibly powerful and NOBODY... I mean that, NOBODY knows about this, let alone uses it. {BLAH BLAH BLAH}.

My background is {BLAH BLAH BLAH}. I know a thing or two about {BLAH BLAH BLAH}. ({Highlight the benefit in parenthesis here-> BLAH BLAH BLAH}.)

I've discovered a few secrets to {BLAH BLAH BLAH}.

And this is directly applicable to {BLAH BLAH BLAH}. especially if you're {BLAH BLAH BLAH}. You don't want to miss this one.

This email alone is worth \$97. It's in the autoresponder sequence somewhere and you'll get it sometime down the line.

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As you can see this offer gives them incentive to stay after the 7 day free trial as well as incentive to stick around and pay the 2nd installment. When you stagger your bonuses in addition to the free trial, installment plan, and 200% guarantee you've removed every possible reason to say no.

Their only decision is whether or not they want it. And, that's where your stacked sales copy does the job.

When you sell this way you effectively lock in “**60% backend sales**” rates because all you have to do is deliver on what you promised. If your offer or affiliate offer does what you promised and they were able to discover that through your deal of the century... they will love you long time :-).

But, that's not all...

You have to put the icing on top. The way you do that is with my patented “**Alpha Launch Method**”. Including this launch strategy in this report is an incredible steal. When you finish learning this simple

but monster method you'll agree I should've charged you more for this.

Here's how it works.

You turn your freebie offer into a presell launch. How you do that is say your squeeze page says...

**“Free Case Study Shows Exactly How I Get \$0.01 Facebook Clicks In The Most Expensive Niche Online!”**

After they opt-in it forwards them immediately to a page with either a video or written content with pictures with the details of the case study.

3/4's through the case study right at the crucial piece of info to make the method you're teaching work stop the video or end the content with a big bold sentence saying...

“In order to see the rest of the case study please go to your email inbox and confirm your subscription”

Once they go to their email inbox and confirm their subscription have it direct them to a page with a second video or more written content giving the crucial last piece of the case study.

Then after the consume that content presell a link to your sales page with the free trial, installment plan, and 200% guarantee.

Presell by simply saying... “You want to know the shortcut to doing this 100X faster? - Click the link below”

When you do it this way you've piqued their curiosity with two pages of awesome content showing the value you have to offer. So, when they reach your sales page their already pre sold on you. Why this works so well is it isn't a dead giveaway of your intentions like a traditional launch is. It shows you're looking to give value first with no

expectation of money upfront. Your free trial further drives that point home which builds instant trust upfront with you and the prospect.

They feel like you want to earn their business instead just treating them like a quick ATM. It builds reciprocity like Robert Cialdini talks about in his classic book "influence". And, that makes 10 pages folks! Now, off to make money you go!