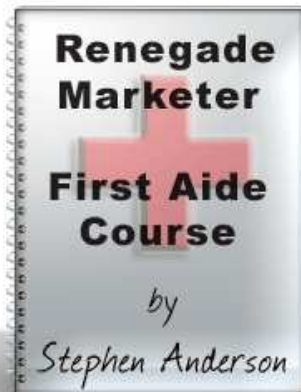


*The Renegade First Aide...*



*Resuscitate Your Internet Marketing Business*

**Step #5:**

**“Autoreponders, Offline Marketing  
And synergy”**

Brought to you by:

<http://renegadeaide.com>

Stephen Anderson

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the right to reprint or resell this report!  
You MAY give it away or share the content herein.**

## **Did you stumble on this course while you were surfing the Internet?**

Don't worry...you are not in trouble or anything like that. There are a couple of reasons why you may have found this course;

- a) You are in an mlm business and you are looking for ways to make it work (if this is the case than I suggest purchasing Ann Sieg's ebook *The Renegade Network Marketer*, you can read more about that by going to: <http://The.RenegadeAide.com>  
When you purchase through this link, you will receive the entire *Renegade First Aide Course* as an unadvertised bonus!
  
- b) You have already purchased *The Renegade Network Marketer* and are looking for information on how to best use it, go to <http://RenegadeAide.com> to get the full *Renegade First Aide Kit*...you will be glad you did.

# Welcome to Step #5

I hope you enjoyed your break period and it gave you a chance to catch up with any tasks that you may have fallen behind on. This module is the last step in setting up your marketing system to effectively connect and communicate with the prospects, customers and business builders that you attract into your organization. Once this module is done, it is time to get on with the job of learning about the sales process that Ann Sieg refers to as the consultative approach to sales. This is going to give you some really great skills for when you are speaking with your prospects over the telephone.

For now though, let's dive into this module and talk about offline marketing.

## Autoresponders and Synergy!

Synergy is a word that is usually reserved to describe the way two people interact; it is hardly a term that you would associate with marketing. Synergy to me basically is when the sum of  $1+1=3$ , let's have a look at what Oxford has to say:

*"When the result is greater than the sum of their individual effects or capabilities"*

See I wasn't just being silly, it is true,  $1+1$  can equal three, and this is exactly what offline marketing can do for your business if used with laser targeted precision.

## Here are some pretty scary business stats:

- 79% of all leads generated at trade shows aren't followed up.
- The average company loses 50% of its customers every 5 years...the cost of replacing them can be 6-7 times more expensive.
- A 5% increase in customer loyalty will add 20%-80% to your bottom line profit...it is much wiser to spend money on customer retention than acquisition.
- For every month that you don't contact or communicate with your clients, you lose 10% of your influence.
- 82% of all homeowners can't tell you the name of their Realtor if they bought their home more than two years ago.
- Just saying thank you to your clients...particularly new clients, can increase your business by 17%.
- Only 3% of our mail is personal...how do you feel when you walk out to the mail box and see a personal card addressed to you? Your clients/prospects are no different.

These stats were provided by Evan Consulting. They place an extremely high value on CRM or Customer Relationship Management.

## **People that purchase the Renegade are both our Customer and Prospect..**

Once a person has purchased the Renegade Network Marketer from you, they are by default your customer and at the same time your prospect. You will have all of their contact details including; first & last name, email address, phone number and postal address.

The first place that I like to start when someone purchased the Renegade Network Marketer through me is to thank them for the business and to offer them assistance with using the system. This is pretty much just good customer service. When you do this it often opens the way for a conversation about what they are trying to achieve and then I can make recommendations based on that.

My first point of contact is always a nice greeting card. You have probably received one from me if you are working your way through this course☺.

Here is the card that I send out to people as soon as they purchase the Renegade Network Marketer from me;



*The Renegade First Aide...*



*...COURSE*

**Steve Anderson - Your Renegade Aide**

**Phone:**

Skype - renegade-aide

Australia - 02 6100 3040

United States - 651-314-7144

Email: [steve@renegadeaide.com](mailto:steve@renegadeaide.com)

Ann Sieg Team Profile: [www.renegadeaide.com](http://www.renegadeaide.com)

This is what is called a tri-fold card and so the first thing they see when they open the card is my face and the logo for my course. This is all about branding yourself over your product or company. I use the tri-fold card because I can write a rather lengthy message in the inside of the card without them having to use a magnifying glass to read it. These cards are high quality and almost always leave an impression in the recipient's mind.

The tri-fold cards are the most expensive item in SendOutCards and each card that I send costs me \$1.24 plus postage. I simply factor this into my overall cost. If I am making a sale and receiving \$33.50 commission on the product I see \$1.24 as being very minimal.

You would be surprised how many people call me and thank me for the cards and take me up on my offer of assistance. These days I have given up calling prospects and simply send them a card, a follow up email, a second email one week later, another card 30 days after that and then a final card on day 60. I am too busy to chase prospects and so if they don't contact me I just don't worry about them as they are not in the 'ready to go group' that I enjoy working with the most.

I used to call prospects and I must say that the cards worked a treat and often people would have my card by their PC and still would comment on it and mention that they had been meaning to call. How many people have said that about an email you have sent or a phone message you have left?

# Let's Take It for a Test Drive

The offline marketing program that is in the backend of the Renegade System is SendOutCards. I have been using it for quite some time now and have found it to be excellent on many levels. In the email that I sent to you there was link to the SOC website where you can set up a free gift account and send a card to yourself so that you can see what the quality is like. I have added enough points for you to send a greeting card with your own picture in it to anywhere in the United States.

## But I don't live in the United States...

That is no problem, just send me an email when you set up your gift account and I will add a few extra cents to your expense account so that you can send yourself a card no matter where you are in the world.

## Here is what you do:

1. Follow the link that I sent in this modules email and you will get to this page.

SendOutCards® *"Changing Lives One Card at a Time"*

Join About Us Income Opportunity Customer Service

Products Services Distributor Tools System Training Watch Our DVD Username  Password  Login

YOURThankYouCard.com *"Spreading An Attitude of Gratitude"*

Send a FREE Card Today by Clicking Here...

Proudly Presented to You by Steve Anderson

Let us turn our hearts to those who came before & remember their legacy worth living for.

# Memorial Day

Take a **TOUR** ▶ **SIGN-UP** ▶

See our **PRODUCTS**

**SOC in the PRESS**

You may qualify to become a **PLATINUM V.I.P.**

Click here to learn about the new **Eagles CHALLENGE**

Eagles View Articles | Schedule of Events | Monthly Newsletter | Conference Calls | PicturePlus | Blog | FAQ

©2003-2005 Send Out Cards, LLC

2. Click on the banner to get taken to the page to set up your account

SendOutCards® "Changing Lives One Card at a Time"

Join About Us Income Opportunity Customer Service

Products Services Distributor Tools System Training Watch Our DVD Username Password Login

Please fill out this form to set up your free account

\* indicates a required field

\* First Name:

\* Last Name:

\* Mailing Address:

\* City:  \* State / Province:

\* Zip / Postal Code:

\* Country: United States

\* Username:

\* Password:

\* Verify Password:

Email:

Submit Reset

© Send Out Cards, LLC

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Proudly Presented to You by Steve Anderson.

SendOutCards® WALKTHROUGH IS PLAYING FOLLOW AUDIO PROMPTS

PicturePlus  
Three Ways to Start  
SOC Opportunity  
Sign-up Now!

3. Fill all of your details and choose a username and password. You will hear an audio walking you through the process. When you are done hit submit.

SendOutCards® "Changing Lives One Card at a Time"

Customer Service Calendar FAQ Site Index Log Out

Main Menu Card Catalog Manage Campaigns Add New Contact Contact Manager Manage Groups

Welcome, Stephen Anderson (ID: s478123)

### Card Manager Main Menu

- 05/14/2008 Reminder List
- Today's Reminders: None
- Upcoming Reminders: None
- PicturePlus Demonstration
- Change Password
- Send Out To Give
- Purchase Products
- 3 Ways to become a Sender of Cards
- Tour the Website
- System Training
- Picture Plus

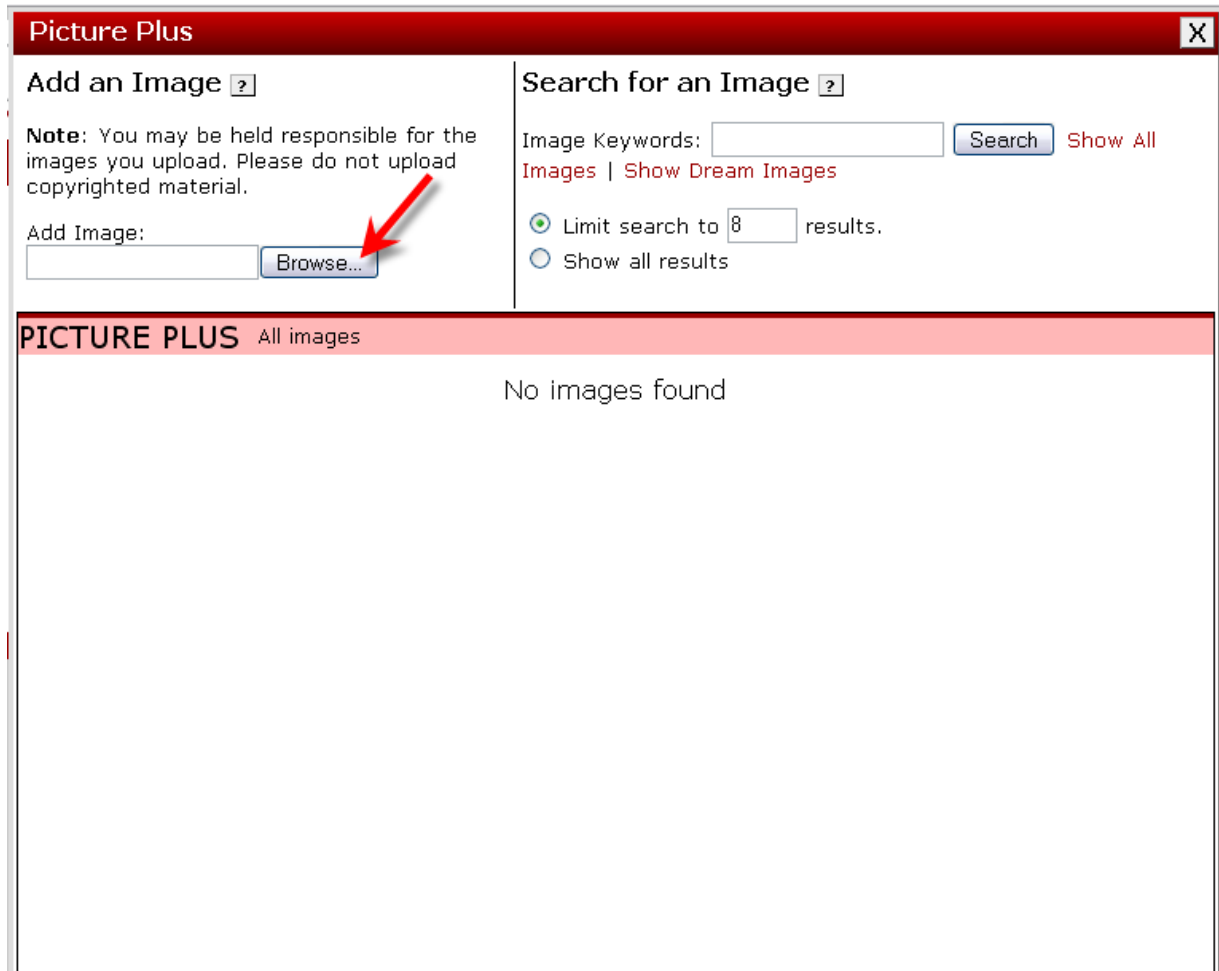
**Personal Information**  
Stephen Anderson  
8 Sir William Hudson  
Cooma, NSW 2630  
[Edit Personal Info](#)

**Points: 3**  
**Expense Account: \$0.41**  
**Cards Sent: 0**

© Send Out Cards, LLC

HACKER SAFE TESTED DAILY 14-MAY

4. Take a little time to watch the **'Picture Plus Demonstration'** and then go into the **'Picture Plus'** link and try creating a card using a picture you have on your PC. It is always best to use a photo that has a high resolution. A photo that you have downloaded straight from your camera will give the best cards (these files are usually 1 or 2 megs in size)



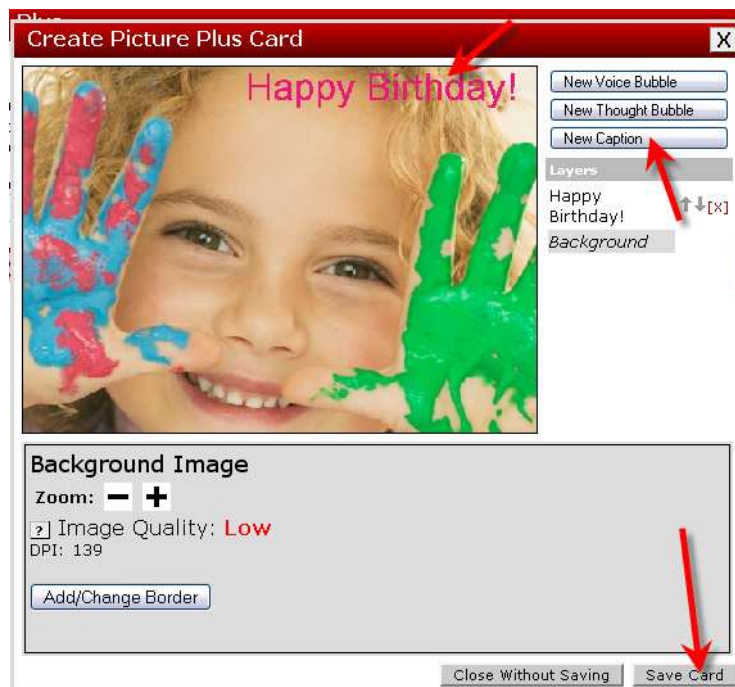
5. Once you have uploaded your picture you will get 2 choices;

- a) you can simply save the image
- b) make a picture plus card

choose the picture plus card option for now.



6. You can now go ahead and add a **'New Caption'** to your card and then **click 'Save'**



You will notice that the image quality on this image is low, this is because this picture is not from my camera but from the Internet and the image size is only small.

Once you have clicked save this is what you will see. Your card is now in the main card catalog and is stored in the picture plus area.

The screenshot displays the 'Picture Plus' interface. At the top, there is a red header bar with the text 'Picture Plus' and a close button (X). Below the header, the interface is split into two columns. The left column is titled 'Add an Image' and contains a note: 'Note: You may be held responsible for the images you upload. Please do not upload copyrighted material.' Below the note is an 'Add Image:' label, a text input field, and a 'Browse...' button. The right column is titled 'Search for an Image' and contains an 'Image Keywords:' label, a text input field, a 'Search' button, and a 'Show All' link. Below these are two radio button options: 'Limit search to 8 results.' (which is selected) and 'Show all results'. Below the main interface is a red header bar with the text 'PICTURE PLUS All images'. In the center of the main content area, a dialog box titled 'Card Saved!' is displayed. The dialog box contains the text: 'Picture Plus card saved. Your new card can be found in the Card Catalog in "Picture Plus Cards" under "My Cards."' and an 'Ok' button. A red arrow points to the 'Ok' button.

7. If you go back to the main menu and click on the '**Card Catalog**' on the top of the menu bar you will be able to see your newly created picture plus card

Welcome, Stephen Anderson (ID: s478123)

<b>Expressions</b> Apologies Congratulations Get Well Good Bye/Good Luck Love Nice to Meet You Sympathy Thank You Welcome	<b>Holidays &amp; Occasions</b> Anniversary Birthday Engagement Holidays Wedding	<b>Keeping In Touch</b> Announcements Friendship Invitations Just Because Motivational Thinking of You
<b>My Cards</b> Custom Cards Picture Plus Cards Shared Picture Plus Business Building SendOutCards	<b>Special Collections</b> Around the World Blank Calendar Cards Formal/Executive Patriotic Seasonal Series SOC Poetry Contest Sports	<b>Special Interest</b> Business Humanitarian Kids Military Music and Dance Pets Religious Workplace

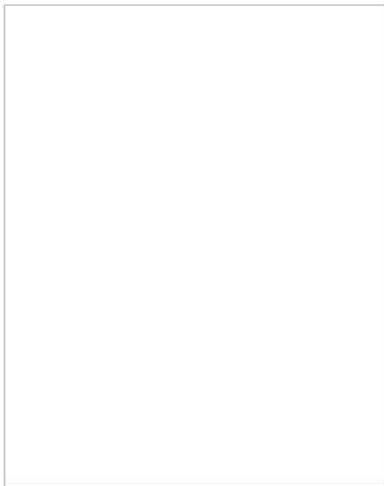
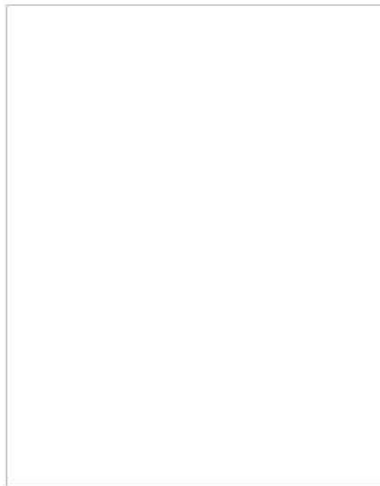
You can then click on the middle icon to send this as a greeting card to yourself or someone you care about.

Welcome, Stephen Anderson (ID: s478123)

<b>My Cards</b> Custom Cards Picture Plus Cards Shared Picture Plus Business Building SendOutCards	<b>Categories</b> Expressions Holidays & Occasions Keeping In Touch Special Collections Special Interest	<b>Category</b> Main > My Cards > Picture Plus Cards	Viewing 1 - 1 of 1 cards. Page 1
<input type="checkbox"/>		<b>Front:</b> Custom	
<input type="checkbox"/>		<b>Greeting Card Inside:</b> Blank	
<input type="checkbox"/>		Larger Preview Add to Favorites Delete this Card	
<input type="checkbox"/>			
Create <input type="button" value="Create"/>			
Share Your Picture Plus Cards To <input type="text"/> (User ID)			
		<b>Category</b> Main > My Cards > Picture Plus Cards	Viewing 1 - 1 of 1 cards. Page 1

8. To see a larger preview simply double click on the image.



**Personalize Item****Card Front****Inside Top Preview****Inside Bottom Preview**

All you need to do from this point is write the message that you would like to send, add the contact's details and hit the send button. Your card will arrive in the mail within a few days if you live in the States and in about 1 week to anywhere else in the world.

## **Autoresponder?**

SendOutCards is not really an autoresponder because you will need to manually add the person's contact details into the system but it acts in a very similar because you can create card campaigns to send to automatically send to your prospects. All you will need to do is set up a group, create a series of cards and pick the desired times you want them to go out. This means that you have the ability to send personalized cards to customer and prospects in an automated way. This combined with an email autoresponder will have a very powerful and synergistic effect in your overall marketing.

### 3 Ways to Use SendOutCard

SendOutCards is the only affiliate product in the backend of The Renegade system that is also an mlm company. Ann Sieg chose it as her personal business to build because of its overall usefulness in the big marketing picture. If you have read the Renegade ebook right through you will probably get the idea that Ann is big on the power of marketing. She also chose this company because it compliments most other mlm businesses and actually is a powerful tool to build and maintain any business, mlm or not.

You can use SendOutCards without taking part in the mlm component by becoming a retail or wholesale customer. You will find that it is still a very inexpensive option for your offline marketing efforts. The only way that you can make a commission from this product is to be what is called an **Entrepreneur**.

No matter which way you use SendOutCards you will find that it has tremendous value, if you decide that you like the multiple streams of income approach to your business that Ann teaches...then SOC will certainly be worth a closer look.

When you join SOC through me, you automatically become part of Ann Sieg's Renegade Team. That will give you weekly access to marketing training that I provide through Ann's Team along with many other of her trainers. You also get access to all her marketing scripts, documents and exclusive lead generation pages...it is a very sweet deal. You can learn more about it by going to my webpage at: <http://trs-training.com/recommends/SOC>

Have a great week!

Your Renegade Aide



*Steve Anderson*