

# Learn How To Market Yourself And Slay The Cold Calling Beast Forever

By Scott Mader, founder of e-drips

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## **Honestly... How Good Is Your Follow-Up?**

I think you and I can agree that "making rain" as it relates to professional selling ain't easy.

First you have to identify some suspects out of 300 or so million humans. Then when you narrow your list down into the thousands, you have to make cold calls or visit or mail or some other gut wrenching activity that sometimes makes your palms sweat.

After chasing enough people who want nothing to do with you, the law of averages kicks in and you get lucky enough to catch someone at the right time.

You end up with a customer.

If you're smart, you'll follow up with this customer on a regular basis, because you know how friggin difficult it is to find new ones.

You also know that these regular customers tend to do some good things, like buy from you again and again, and refer other good customers to us.

So, I'll ask you again- How Good Is Your Follow-Up?

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## **In case you can't tell... I've Been There.**

I haven't always been an internet marketing guy.

Up until 2007, I was playing the B to B professional sales game. At one point, I was a rep for three different companies at the same time AND building my marketing business with edrips.

E-drips was created out of necessity mainly because I HATED cold calling and all the other miserable aspects of traditional prospecting and selling. At the time, I didn't know if there was a better way or not- but with my talent and training in I.T. and technology, I was going to find out!

It's possible, as you're reading this that you are now going through the same misery I went through.

Prior to 2007, I spent over a decade of my life making unsolicited calls and visits, beating down doors and windows, climbing over barbed wire fences, burning up shoe leather and inventing excuses to go see people who didn't want to see me.

It was teeth clenching, bone grinding, cold call hell.

Let me clue you in on another secret...

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### **Cold calling is dead.**

Irrelevant. Like vinyl records, 8 track tapes or carburetors.

OK maybe it's not totally gone, just on life support but its ancient technology.

TRUST me; starting each day by setting a goal of "x" amount of cold calls is working hard at the expense of working smart. Don't let anybody tell you that you must cold call every day to be successful.

The problem with the way everyone is taught to prospect is to waste more time, energy and sweat chasing people and if that doesn't produce results-do even more of it!

That's like telling a drowning man to drink more water.

There is a better way. I'm going to prove that to you and I'll prove it to those people who gave you the bad advice as well.

To get you to open your mind to a different way of prospecting, I'm going to do a little mental judo on you and ask you to role play with me.

Ponder, if you will this challenge...

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## **Starting Monday Morning, What If You Weren't Allowed To Make A Cold Call Or Personal Visit Of Any Kind, What Would You Do To Continue Selling?**

No more phone books and staring anxiously at a telephone on your desk, no more buying lunches for anyone who can fog a mirror, no more chocolates for gatekeepers. What would you do?

The answer is, you would have to learn how to market and position yourself...you would then discover how to...

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## **STOP CHASING PROSPECTS And Position Yourself And Your Product So Prospects Chase You!**

The key to successful prospecting is to get the customer to contact you first. Who contacts who first is extremely important!

A prospect who finds you and contacts you first is speaking to a professional. If you contact the prospect first, you are seen as an unwanted pest who is begging. See the huge difference!

Has your medical doctor ever called you on the phone during dinnertime, asking if you might be looking for help fighting a flu bug?

Of course not, he doesn't find you, you find him.

Careful- don't think this is a bad example because you're not a doctor. Your customers should respect your opinion every bit as much as you respect your doctor's opinion. You went to school. You're trained.

You know how to solve difficult problems and your prospects should pay you for it.

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## **OK you're wondering how all of this is possible. How can you simply stop chasing prospects and suddenly have them contact you?**

Well it's not easy, I never said that it was...*but,*

I've slogged through the hard part for you and found a great way to automate your prospecting and follow up with each and every one of your customers, freeing you up to be positioned as the authority who dispenses information, and not the unwanted pest who drives everyone away.

At this point let me reveal to you an obvious fact that most people fail to see (or accept.) This simple truth is the core principle behind **edrips** and here it is...

People Buy When They're Ready To Buy - Not When You're Ready To Sell.

That's right, you can't force anyone to buy anything on your timetable. And if you do, the sale will often be negative and short-lived. Your job is to be standing there, as a trusted source when the mood to buy strikes your prospect. You can't force that timing - it just happens.

Edrips uses the power of auto response technology and leverages the numbers so that you can hold a personal dialogue with thousands of suspects, prospects and customers **SIMULTANEOUSLY**, day after day, week after week, month after month and year after year.

With my help, we can build your unique personality and the unique benefits of your service into a brief, yet powerful set of messages and drip those to your customers.

Hundreds and even thousands will receive your personal messages and insights chock full of relevant information dripped to your ideal suspects, prospects and customers who will eagerly read each and every message.

You will literally be forming new relationships with customers as you sleep.

And the odds are that you will be standing there when the mood to buy strikes your prospect.

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**Lack of Motivation Is Not Your Real Problem.**

The lack of good qualified leads is your real problem.

If you had enough qualified leads every day, you wouldn't need motivation would you?

Motivation was never a problem with me when I was in B to B sales and I'm guessing motivation isn't really your problem either. No matter how much motivation you have, it's easier to dig a basement with a bulldozer than it is a shovel.

You don't need more motivation or "positive thinking", you need a good marketing system to get to people to line up to have you help them solve their problems.

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## **80% Of Your Time Should Be Spent With Qualified, Interested Potential Clients, 15% Of Your Time Should Be Planning and 5% Of Your Time Should Be Spent Prospecting**

I'm betting that if I followed you around for a week, your numbers would look like this:  
95% Prospecting,  
5% Selling Face To Face

If you're paid to sell and produce, why would you waste the majority of your time prospecting, if you didn't have to?

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### **The Law Of Attraction**

Psychologists, marriage counselors and many of our great leaders of the past understand the law of attraction. Barack Obama is pretty adept at the law of attraction and so was Bill Clinton. People who have mastered the law of attraction whether by accident or not, never beg for anything. These people are supremely confident (or at least appear to be) in their chosen vocation.

Others are attracted to them like moths to a campfire flame.

If you're begging for business now, stop. You simply haven't yet learned how to design a marketing system which positions you as the authority in your field. Don't spend another unproductive day begging for business.

You're way too valuable for that.

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### **Can My System Help You?**

Don't know.

I can tell you that in a relatively short period of time, it has been a screaming success with many different types of businesses.

From a chiropractor to an equipment rep. who sells pressurized vessels. From a group of insurance salespeople to an optometrist. And there are many different sectors in between. It seems the common denominator with all of my clients is the strong need to build a follow up system.

If you sell a “one and done” product and don’t care about building ongoing relationships, this is probably not for you. To be honest though, I wouldn’t want to be in your industry, it’s so much more profitable and gratifying to build repeat, loyal clients!

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**If you need more clarification on any of these points or you just want to chew the fat and discuss your situation- don’t hesitate to email or call.**

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