Secrets of "Exit Sales" Revealed

Only Minutes After Having This Info, You Could Saving Sales, Getting New Customers

Hello,

Marlon here.

You're a smart cookie.

You're about to enter the secret doors of knowledge not 1 in 1,000 possess.

You're about to go on the cutting edge, even the bleeding edge of methods, software, technology, and cool stuff.

Only minutes from now you could be getting new customers, saving sales, blowing up shopping cart abandonment, siphoning off sales from other websites, saving your own "lost sales" – and making sales from low-hanging fruit using methods you never dreamed of...

I'm going to lay it all out for you in plain English in this report.

Others might marvel and think you're a "traffic magician" or some kind of genius.

But all you're doing is using your "secret knowledge" of new methods you found out about in this report.

And relax. If the terminology is new to you, I'll be breaking it down and explaining everything. Plus, I'll give you plenty of examples.

Best of all, you could literally be doing this only minutes after reading this report.

See, after I explain all the secrets here, I give you access to my 3 STEP WIZARD so you could potentially start getting those extra sales within minutes.

How crazy and exciting is that?

23,645,948 Emails Collected In Under 2 Years Proves Pop-ups Work.

Here's a stat you might be surprised to find out:

Sumo users (of App Sumo popups and tools) collected 23,645,948 emails with List Builder Pop-ups in less than two years!

Sumo found these stats:

- The top 10% highest-performing pop-ups averaged a 9.28% conversion rate. And, by conversion rate, we mean someone who saw a pop-up and took action.

- Only 3 out of 100 people ever have pop-ups with conversion rates over 11%.

- The average conversion rate for all pop-ups is 3.09%.

In other words, while the average conversion rate is only 3%, some popups get 9% or better.

Which means if you get 150 visitors a day, at the end of the month, you've collected 418 sign ups.

In a bit, we'll get to the 8 bulletproof elements that Sumo.com found increases conversion rate as high as 50%.

These Methods Work For Virtually Any Business

Home / Garden

Health / Beauty

Information products

PLR

Membership sites

Coaches / consultants

Software

Books

Bloggers

Food / drink

Financial / trading

Fashion

News / content

Sports

Travel

SAAS

B2B

Consumer electronics

What's even more cool is you can do this with your:

* a blog

* websites

* thank you pages

* opt-in pages

* upsell pages

* download pages

* membership sites

* Tutorial pages

* Membership page

* Ecommerce sites

* Video sales letters

But best of all, you can do it with OTHER PEOPLE'S
if you don't have your own!

Yeah, I know.

Crazy right.

Not many people have ANY CLUE you can do this.

You're literally going to have backdoor access to secret knowledge others don't have.

I don't use the word secret lightly.

But you very literally, I'm quite sure if you surveyed 1,000 Internet marketers, not 1 in 1,000 know many of the things you're about to be privy to.

So congratulations on making such a wise decision to grab this report.

I'd like to invite you to become an affiliate, so you can make quick cash sharing the word with your friends or esteemed clients on your email list, chatbot or Facebook group.

[All you do is GO HERE W+ LINK](#)

Use the code word "BACKDOOR ACCESS", so I know you're one of the inner circle.

Remember, by the time you're FINISHED with this report, I'll reveal NOT just how to use this for your OWN traffic but also OTHER PEOPLE's if you don't have your own.

Below, I'm going to reveal many tricks and secrets of popups that not many know. You'll know more than most "gurus."

But if ALL you want is to use my 3-step popup wizard to go out and make some sales (and cash) right away, then click the button below.

Click Here For The
Cash Wizard

That gives you copy and paste code you can put on any of your websites and it will display an exit popup when people leave any page or site. You put your affiliate link on it so you get credit for sales.

With that said, let's dive in:

Marlon, what are popups and what is exit intent?

It's a great question.

I'm glad you asked.

[Here's an article](#) that will break it down for you in detail.

First of all, what IS a popup?

You already know. It's when you're on a page and an additional box or item slides in, pops up and appears.

And an exit pop is when you click to leave the page. And then the popup appears.

Exit intent is when you start to leave the page but haven't clicked yet and the page appears.

You may THINK you love or hate them. But what most people don't know is there are 1,001 shades and varieties today. There are so many options and alternatives, tricks and secrets.

So what some people THINK they don't like, they may LOVE when see other ways to use the tools. It's not always what you know. It's what you don't know that's costing you a small fortune.

There are many non-intrusive ways to use popups. According to Neil Patel, you can use them to:

* Make customers feel special, and appreciated

* Introduce a new product,

* Invite to an event or webinar,

* Sash shopping cart abandonment,

* Promote other content

* Ask a simple question

You're only minutes away from discovering all kinds of awesome, non-intrusive ways to use popups to make your sales counter go bonkers.

I hope you're starting to feel excited!

"Marlon, how will I make sales using popups, especially if I don't have a list?"

Great question. I'm glad you asked.

MOST all popup plugins that install on blogs work ONLY if the plugin is installed. And often, you have to buy it.

So obviously, that sucks if you want to use it on other people's websites.

Then you have services instead of plugins. You don't need a wordpress site for most services. They work on any site.

The problem is, you usually have to enter or license the domains you're using them on. Which again keeps you from easily distributing them on MANY websites, which is our goal.

However, because you bought this report, you're going to be privy to some secret intel others don't have.

That is, I found a couple services that DO allow you to distribute your code on other sites – WITHOUT LICENSING!

This is fantastic news.

And it opens up the MOOLAH DOOR for you!

The KEY that makes this work is having EXIT POP CODE that allows them to add it to their site FOR FREE!

So many exit pop programs:

Most all programs have a monthly fee after a charge. Now, some of them are very reasonable. And we'll look at those.

But for it to go VIRAL, you need it to be FREE!

For example, Thrive Leads is an excellent program. But you need the plugin installed on that domain. And it's NOT free.

This is your SECRET ADVANTAGE.

Most people will never do the research to find out HOW to get around this problem. But since you were a smart cookie and ready to take things to the next level, I'm gonna hook you up right here, right now.

Here are the sites I've found that allow your code to be placed on unlimited domains:

Privy.com

HelloBar.com

ExitSplash

Exit Splash doesn't do exit INTENT. So that leaves Privy and HelloBar. There are, I'm sure, other services who can do it. But they probably cost more than what I've found for you.

Here's the SECRET:

HelloBar has a FREE PLAN that allows people to have 5,000 views a month. Now, if they exceed 5,000 videos, then they need to go to the $29 a month paid plan.

But for MOST or many people 5,000 views a month are more than they'll need. It's GREAT for your own websites and pages. And very easy to use. But it locks down the popups to domains.

So you can't give it to affiliates.

But I found an awesome solution.

Get this. I can't believe this. It's like a marketer's dream: Privy.com allows you to have 250,000 views per month – FREE!

Holy cowl.

I really like their services too. Great popups. Great features.

Here's what this means to YOU:

You just copy and paste the code I give you onto your blog, website, funnel, thank you pages, member pages, wordpress pages – whatever pages you got!

From there, I take it over and turn those clicks or email subscribers into gold.

If you use my email pop, I promote many products in the follow up and you can get paid on ALL of them.

In other words, I'll even send you cash for people who do NOT buy from you! How? Just copy and paste the code. A certain percentage who click or subscribe are likely to buy.

When they buy, you get paid. Here's an example of how mine works;

[Go here to copy and paste the code right now](#).

The sooner you copy and paste it, the sooner you could get paid. Next, you can set up YOURS just like I have MINE set up.

Actually, my 5-step System right here shows you step-by-step how to set this up RIGHT NOW and start using it right away

You can log into your member's area and then click here: **Exit Wizard**.

Or just follow these steps. If you have any problems following these steps, I recommend the video tutorials.

You could easily do Facebook posts and charge $300 for setting this up for people. Why? Because while the steps below are easy to follow, figuring out the whole process was quite difficult. Few people would ever figure it out on their own.

I'll explain this a to z below. But if you have problems following it, I might recommend getting the videos. It's a bit easier to look over my shoulder on video and do it.

Anyway, here we go:

https://popupmaker.com/affiliate/ref/28904373

redo this text

Step 1: Copy your privy popup code and paste it in a text editor

It'll look like this:

<!-- BEGIN PRIVY WIDGET CODE -->

<script type='text/javascript'> var _d_site = _d_site || 'CD7A6B3EFF56B4F9C3612AEC'; </script>

<script src='https://widget.privy.com/assets/widget.js'></script>
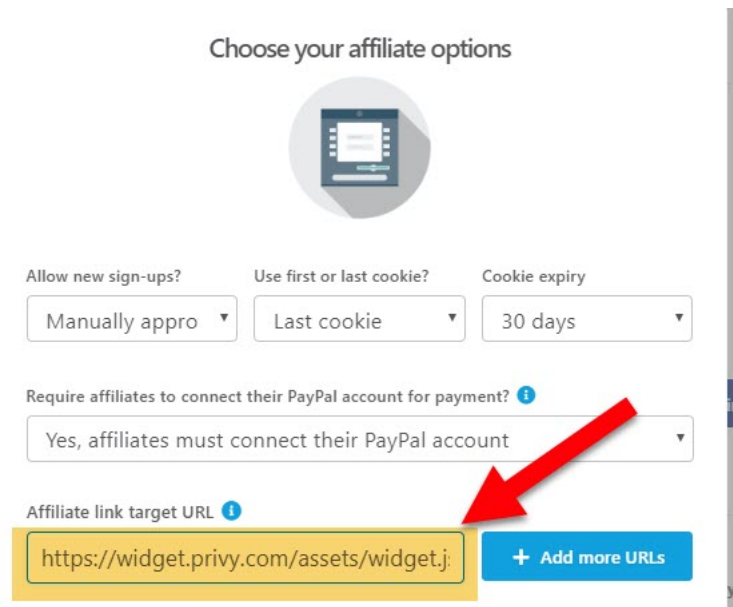
<!-- END PRIVY WIDGET CODE -->

STEP 2: Create a wordpress redirect link using Pretty Link (if your affiliate software can't link directly to the javascript)

a. Some affiliate software programs like Thrivecart, WP Affiliate and Affiliate Royale allow you to link directly to the full javascript like this:
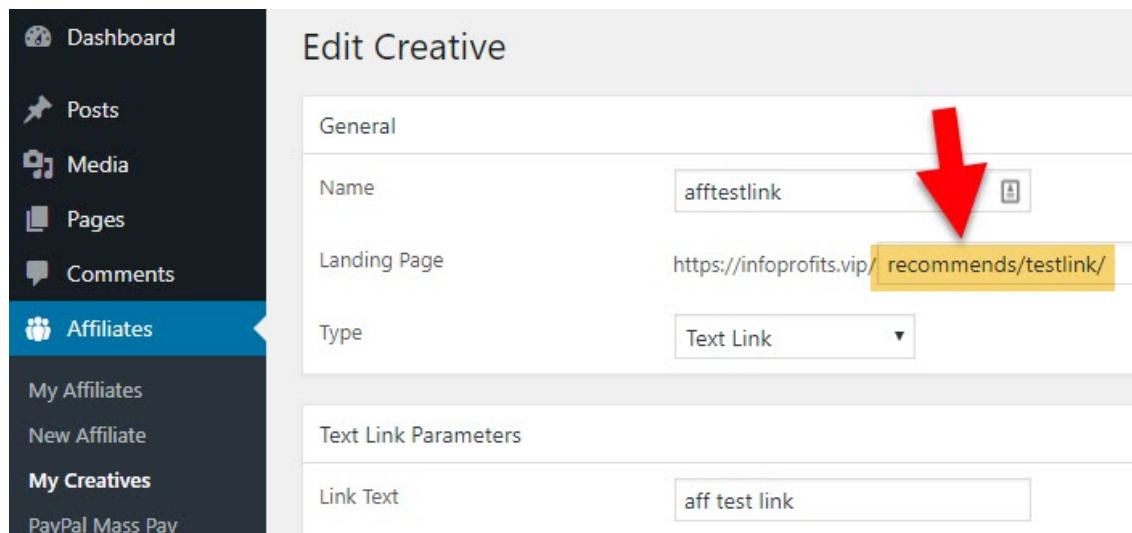
See how I can paste the whole line of javascript there? That way, when the link fires, it redirects to the javascript code (that is why it's saved as .js, which stands for javascript. It's this javascript that causes the popup to appear). But the affiliate tracking "cookie" is already set when the link is clicked. Which means that if the link clicker buys, the affiliate gets credit for the sale.

b. Some affiliate software programs (mainly ones that work in Wordpress) don't always allow you to redirect to a full URL.

For example, Affiliate Manager plugin is free. But THIS is what your creative redirect looks like:

See how you can't paste a whole link in it? What we do then is create a redirect for the link using "Pretty Links" plugin that redirects the URL to the javascript.

Here is how:

First, install the free [Pretty Links redirects plugin](#)

Then, create a wordpress redirect link using Thirsty Affiliate with the Privy link as the Destination URL:

https://widget.privy.com/assets/widget.js

Name the Pretty affiliate link whatever you want. Here's what that will look like:

STEP 3: Paste that redirect link in your affiliate software as the landing page the affiliate link goes to.

a. If your affiliate software allows you to create a link directly to the javascript, you don't need this step.

But if you use the free WP Affiliate Manager plugin, or one like it, you need it.

Go to **Affiliates > My Creatives > Create New**.

Let's take my domain infoprofitsbiz.com. Some affiliate software FORCE you to use a url like infoprofitsbiz.com/aff/affiliateid

In other words, you're unable to use Pretty Link to set up a link.

STEP 4: Now paste the affiliate Link from step 3 (that redirects to the Pretty Link) into the Privy code

Here's how that looks. See the red line below:

<!-- BEGIN PRIVY WIDGET CODE -->

<script type='text/javascript'> var _d_site = _d_site || 'CD7A6B3EFF56B4F9C3612AEC'; </script>

<script src=**'https://AFFILIATEURL.COM'**></script>

<!-- END PRIVY WIDGET CODE -->

Step 5: Copy and paste the text (code) from #4 into the header-footer plugin

Download and install the header, footer and post injections **[free plugin](#)** by Stefano Lissa. Then paste the text/code into the header section.

So:

1. The page loads

2. The privy code loads

3. The affiliate link fires and sets a cookie

4. The affiliate link then redirects to the Thirsty Affiliate Link

5. The Pretty Link affiliate link redirects to the .js scsript that makes the popup appear.

You're done. Now, when you go to the website, your popup will display according to how you have it set in Privy. Keep in mind that exit intent code won't display until your move your cursor to the top of the page.

Why not go ahead and install it on a few of your websites, blogs, shopping carts, funnels, thank you pages, member's area pages or other places, so you can see it in action.

And, of course, make some "doh re me" in the process. (That's slang for money if you're not all hip on the language..lol)

In other words, you create any kind of exit pops (or popups) that you want. And then you invite your readers to post them on their blogs, funnels, thank you pages, download pages, exit pops – any place you can think of where they could make sales.

Marlon, How Much Will My Popups Cost Me To Display?

By using HelloBar, Privy.com or other websites that offer free popups, you can AVOID paying ANY monthly fees AT ALL. Throughout the rest of this report, I'll be giving you free and very low cost resources.

I'll repeat that.

You can do it with...

NO MONTHLY FEES and UNLIMITED POPUPS!

You'll see many references throughout to articles on websites that sell popup services for monthly fees.

Often, pretty tidy.

If you want to use our system for allowing affiliates, customers and partners to promote your popups for you in exchange for a commission, the ONLY program I know of that can do it is *Popup Maker*.

The awesome thing about them is you get a free 14-day trial and then you can pay as you go. You do NOT have to do recurring billing. You can just purchase however many views of your popups that you want.

I recommend you start with a whopping 5 bucks. Less than a pizza and you're in business!

Wisepops and Hellobar are just a couple of them.

They're wonderful services and have gorgeous popups. HelloBar actually gives you 5,000 impressions a month free.

But guess what?

I'm going to show you how you can get unlimited popups without the fees. Of course, if you have the money to spend, you might want one of those other services also.

Some of them are really easy to use and have incredibly gorgeous popup templates to use.

But you're going to love the options I give you where you don't pay even a dime monthly!

I'll even give you FREE popup creation options.

More about that later.

Be sure to read ALL the secrets.

Because later on, I give you the 8 secrets of blasting your response through the roof with popups based on 1.75 billion popups.

That info is worth multiples of what you paid for this report because you can use those 8 methods to immediately rocket your response.

How To Profit From This Product Almost Immediately

I know how it is when you buy a product. You want profits NOW, not later, right?

Well guess what?

I have almost instant profits for you.

All you do is go here.

Follow the 3 simple steps. It's as fast and easy as copy and paste. BOOM! You could have profits coming in shortly before you've even finished reading this report. It's certainly within the realm of possibility!

Secret 1: Popup A got 23 signups out of 1,687 visitors (1.36%). Popup B got 12 signups from 1,722 visitors (.69%).

Do you know the difference?

This is a really interesting test.

Popup A appeared 5 seconds after the visitor hit the website.

Popup B was an exit intent popup appearing after they started to exit the website.

So what this tells you is that exit intent popups usually get lower response than popups with a slight delay.

Most of the research I've seen and that I'll be referencing in this report shows that your #1 response getter is instant popups. But there are some studies showing in specific instances delaying the popup gets a greater response.

You don't know for sure until you test. Fortunately, using the awesome software available today, testing is easy and takes only seconds to set up.

Here are the results from the past few days from several popups on my site. The 65.52% response is from an instant popup. The 32.93% is from a popup that displays after the reader scrolls down the page.

✕ ✎ 820 In weekend	82	27	32.93%
Lightbox ▶	43	7	16.28%
Ribbon ▶	10	1	10%
Screen filler Lightbox ▶	29	19	65.52%
Widget ▶	0	0	N/A

My exit pop on the page is getting a 16.67% response.

Takeaway – Your instant pop will probably get the most subscribers. But you can still rake up a lot of subscribers from exit pops.

[For more info, here's the article and research](#).

Copy and Paste This Code For 40% Conversions Boost?

But HERE is where it gets really interesting.

When they compared a website with NO POPUP vs. one with exit intent, conversions improve 40%! That's huge. Massive. They went on to test multiple variations and consistently improved conversions 40%.

That means by snagging this report, you've just boosted your conversions 40%! How about that?

Take away: Just adding an exit intent popup could increase your conversions up to 40%.

Later on, I'll give you implementation details. And, of course, many tips, secrets and tricks to follow.

If you've got a site where THIS REPORT would be of interest to your readers, customers or buyers, just copy and paste my exit intent code and you can be cashing in now.

The code is FREE!

Just copy and paste it.

Secret 2: Exit Intent Coupon pop ups convert 35% of lost visitors

We've got to start with this term EXIT INTENT.

Did you know that statistics show the average visitor stays on an eCommerce website just 15 seconds?

What's more 75.52%% of shoppers worldwide bail on their order before they complete it.

Here's the article I found that gives you the entire scoop in detail:

https://beeketing.com/blog/best-exit-intent-coupon-pop-ups/

The big idea is that when customers are leaving your website, entice them back with a last minute offer or *just for you special.*

That's what a coupon can do for you.

But here's the best part: To GET the coupon discount, they have to sign up for your email list! Or, you could also drop them into your chatbot.
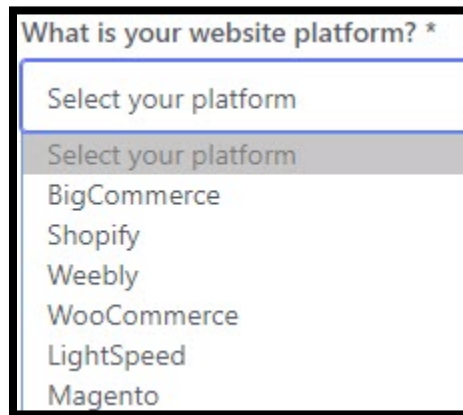

#1. Give customers a reason to stay with coupon pop-ups
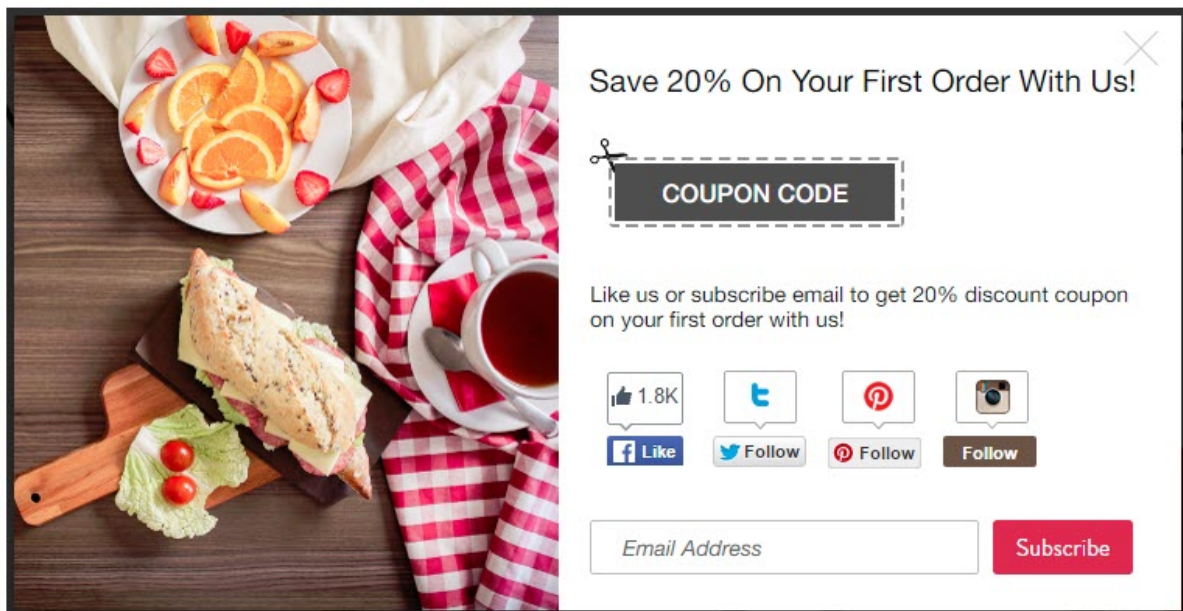
With Better Coupon Box app, you can create unique coupon pop ups for your own store, on any page, at any time you think necessary to convert customers deeper into the purchase funnel. Where it is on exit or not, your customers now have reasons to stay longer to discover your products, and are more likely to buy at better prices.

The service Beeketing produces apps for ecommerce sites. They have all kinds of extremely useful tools. The one above is called the Better Coupon Box app.

What I love about it is their use of social proof icons.

Now, their service works only with these ecomm platforms:

But if you're on any of those platforms, check them out.

If not, you can build a coupon like that in most other programs. We'll talk about popup building options in a bit.

Secret 3:   This page grabbed 88 leads from only 1,254 visitors. Want to see it?

So here's what's interesting about this.

88 leads from a page with only 1,254 visitors sounds good, right? That's a 7.2% conversion rate. Not too shabby.

The page had a headline, one paragraph of text, button and video. If they clicked the button, it popped up the email capture form.

This is normal stuff you can do in about any page designing program. That's good news.

Getting 88 leads from only 1,254 visitors is a lot simpler than you might imagine.

You can see it here.

It's variant A.

The thing is, when they tested the exit intent, they got 40% more conversions as cited in the previous secret.

That's the second part of the good news.

Getting 40% more conversions can be as simple as adding an exit intent pop.

Again, later in this report, I'll give you the details on HOW to do it. Right now, we're digging into WHY do it.

One other thing.

The thing that worked best was when they offered 2 free reports or resources on the exit pop.

<u>Take away</u>: To boost the conversions of your email capture page, try adding an exit intent popup with 2 extra bonuses.

<u>Take away</u>: To increase conversions on a sales page, try adding an exit intent popup with two bonuses.

I'll remind you these methods work for ANY business. You just need to be creative in coming up with ideas.

<u>Home / Garden</u> – It's easy enough to offer either bonus reports or small add-ons like samples for an order.

<u>Health / Beauty</u> – Same thing as home and garden. Try two reports or small extra health or beauty samples.

<u>Food and drink</u> – You'll have to be creative here. Perhaps 2 discounts on other items when they buy. Case studies and recipes are other ideas.

<u>Financial / Trading</u> – Reports or videos work good here. Also access to trainings or webinars. Or live events.

<u>Fashion</u> – Maybe two reports on ways to use certain fashion items or trends. Or case studies. Or webinars.

<u>News / Content</u> – Access to additional information, probably reports or videos on hot, trending items.

<u>Sports</u> – Access to additional articles or information.

<u>Travel</u> – Definitely reports on various locations, moneysaving ideas, planners. All kinds of possibilities.

<u>Saas</u> – Reports and videos fit well.

<u>B2B</u> – White papers instead of reports. Or videos. Or webinars.

<u>Consumer Electronics</u> – Consumer buying reports come to mind. Also webinars or videos on how to buy and/or a walk through of features.

The point is, ANY niche or market can use these methods.

Why?

Because they're about CONVERSIONS.

If you need CONVERSIONS, you need to take advantage of the technology that works.

<h2 style="text-align:center; color:#c00;">But Marlon, I Don't "Like" Popups</h2>

The key here is that there's a difference between intrusive and non-intrusive. And valuable vs. non-valuable.

Here's a [great article](#) by Neil Patel that explains the difference.

The basic point is that there are times when you VALUE what's on a popup and the way it's delivered isn't intrusive at all.

Then there are other times when it's just annoying.

If a popup offers me something I value and WANT, in a relatively non-intrusive way, it's good! Why wouldn't I want more value on something I'm keen on?

I think we can all agree that overly aggressive popups with a lousy offer are nothing but annoying.

But there are many other ways to use popups as you'll see.

Secret 4: Shopping cart abandonment: How to bring 'em back and get the sales. Actual examples you can model.

Shopping cart abandonment is like an aquarium with a giant hole in it. The fish and the water are gonna spill out.

Your fish are your buyers. Their money is the juice, the liquid, the water.

And you're losing them like a sieve.

Shopping cart abandonment is when someone clicks to BUY your product, they go to the shopping cart page. But they never fill in all their info and click buy.

That sucks.

They almost bought. But didn't.

And worldwide it's 72.4% of people who click abandon. In North America it's 74%.
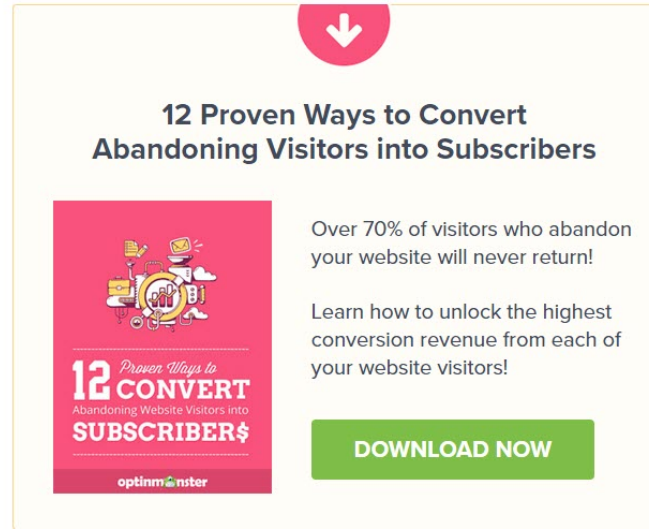
You want to SAVE as many of those sales as you possibly can.

Here are 20 brilliant exit intent popups you can use to help fix your shopping cart abandonment:

https://wisepops.com/exit-popup-examples/

Optin Monster gives you a great pdf on 19 ways to avoid shopping cart abandonment when you opt in here, which I recommend you do. There's also a link to it here.

Here's the PDF to save you a few extra steps.

According to a statistic they quote, 75% of people who abandon a cart INTEND to come back.

So it's your job to:

a. Give them a reason to buy now

You can do this with a discount exit pop off the shopping cart. I've seen 10% coupons on up used.

b. Get their email so you can follow up

[Here's a pretty stunning statistic](#). According to Predictive Intelligence Benchmark Report Salesforce examined 140 million transactions and found that 60% of personalized follow up emails resulted in a customer returning and buying within 24 hours.

<u>Take away</u>: You don't have to be a rocket scientist to realize getting the EMAIL before someone abandons your shopping cart could bring in a lot of extra sales for you, if you send a great email or two (all automated, of course).

And I'm here to MAKE YOU MONEY. So how about if I hook you up with some fantastic shopping cart email abandonment emails?

Would I be your hero?

Would you share the word about this product and perhaps add an exit pop for it somewhere if you got paid a commission on sales?

You would?

You're my hero!

So here we go. [Click here for shining examples](#) of shopping cart abandonment follow up emails.

You say, *"Marlon, how do I GET their emails to start with?"*

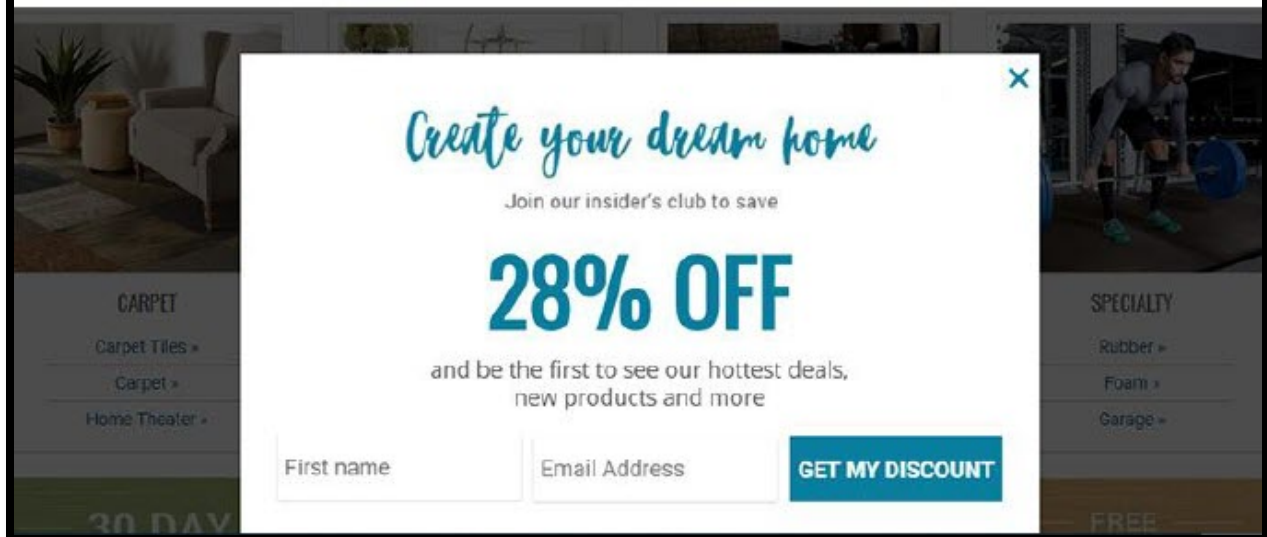I got you covered there also. Here's a great example from OptinMonster called an Exit-Intent Discount:

8. Offer Exit-Intent Discounts

You know the best time to stop shoppers from abandoning their carts? Right before they leave.

The moment they're about to abandon your site is the perfect time to trigger an offer that provides the perfect incentive for shoppers to complete their purchase.

OptinMonster's powerful Exit-Intent technology detects when visitors are about to leave so you can trigger a marketing campaign at the perfect moment. If you make it a time-limited discount, it's even more powerful.

Exit-Intent technology alone has been **proven to reduce cart abandonment** and convert more visitors into customers, recovering thousands of dollars in lost revenue.

Create your dream home

Join our insider's club to save

28% OFF

and be the first to see our hottest deals, new products and more

First name | Email Address | **GET MY DISCOUNT**

CARPET
Carpet Tiles »
Carpet »
Home Theater »

SPECIALTY
Rubber »
Foam »
Garage »

Notice this does TWO things:

1. It offers a discount

2. It collects an email IN EXCHANGE for the discount.

That's smart!

I've found the articles on the OptinMonster site to be very useful and detailed.

Here's another GREAT tip from OptinMonster. Add urgency by having an expiration date on the exit popup that has a red arrow to it.
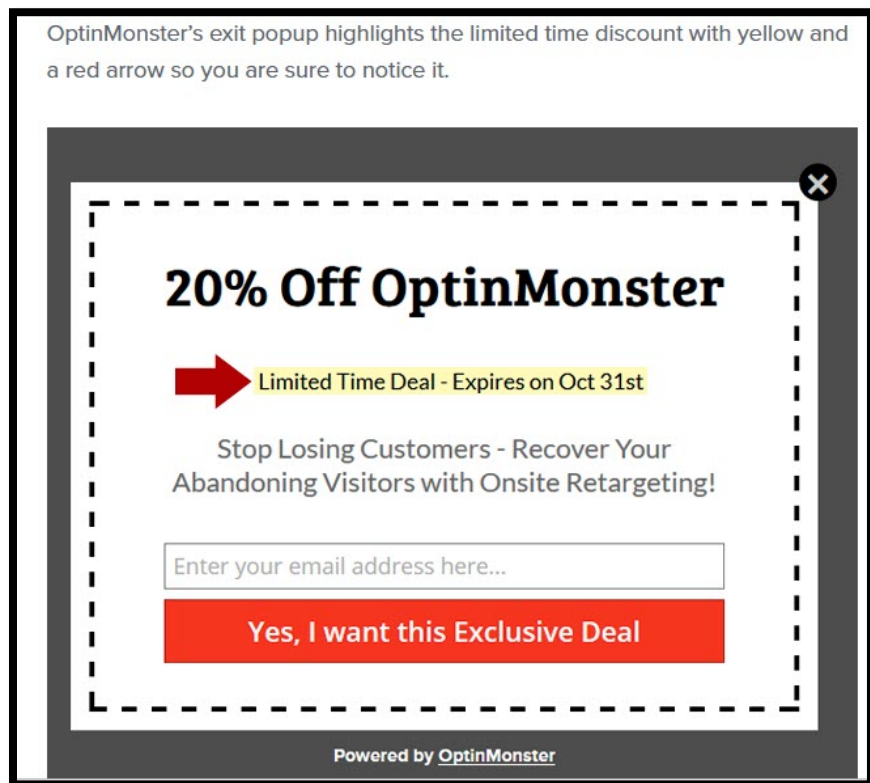
That's a simple but effective popup. The OptinMonster page has some other great examples on it so you want to check it out.

Do You Want 20 Awesome Examples of Shopping Cart Abandonment Exit Pops?

So you promise to spread the word about this product?

OK great. You earned it then.

Go here to see 20 awesome examples.

By purchasing this report and being one of the rare ones to actually READ it, you just made yourself a bundle of extra dough.

Because you now know how to save a bunch of sales others will leak right out of their shopping cart.

Congratulations. You're a smart cookie.

Later, we'll cover HOW you create these popups. But they're baked right into programs like OptinMonster and OptinMonk.

How To Rock Out Your Exit Pops With Tawk.to for FREE

Finally, I couldn't resist. Here's one more page I found with some awesome [shopping cart abandonment exit pops](#). One suggestion I particularly like is to put a live contact option on the exit pop.

You can use TAWK.TO for free. But there are many services you can use that offer live chat. Tawk.io has an app that goes on your phone, so if you're not at your computer, you can still answer. I plan on testing that one out.

| Features | Knowledgebase | Add-ons | About | Hire Chat Agents – $1/hr | Login |

Message your customers instantly

tawk.to is a **free** messaging app to **monitor** and **chat** with the **visitors** on your website, mobile app or from a **free** customizable page

Sign Up Free

Easy set-up • Free Forever • Secure
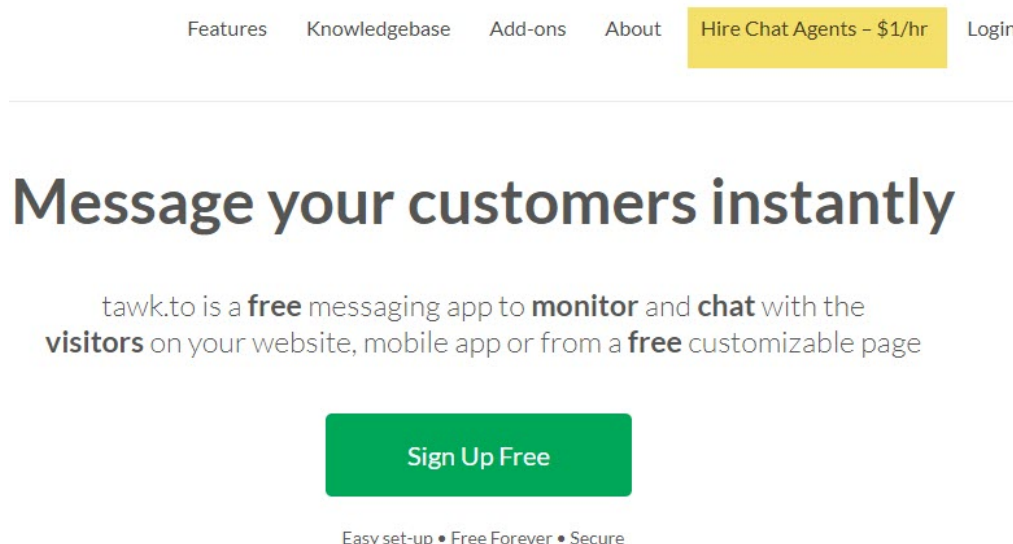
As you can see, they also offer chat agents for $1 an hour. For standard, simple questions, that might work out great.

Another option is to have them fill out a contact form. But obvioiusly that won't bring in immediate conversions.

After this, you're going to be a shopping cart abandonment king or queen.

If you tested these on your own site and found what works the absolute best, you could probably have a thriving business just specializing in it.

Abandoned Cart Take Aways

Here are 3 that make the most sense:

1. Get their email address and follow up

2. Offer a coupon for an instant discount with a countdown timer

3. Offer live chat for questions

Secret 5: How to turn any ebook or info product you have viral

It's the simple little method I'm using with you right here, right now.

All you do is give people exit pop code they can use to promote the very ebook they're reading and make money.

It's that simple.

2. Put this exit pop code on your pages

Secret 6: How To Get Paid As An Exit Pop Finder

What's more, you can help me find sites for my exit pops. And you can get paid for THAT.

The idea is that you get set up with a 2-tier commission. That is, you get paid say 10% of the sales generated by the affiliates you recruit.

This is NOT network marketing. The people you recruit do NOT have the same offer. This is exclusive to you and a small handful of others.

To be considered for my 2-tier recruiting program:

1. Sell at least 20 copies of my product

This shows me you're a "player."

2. Message me on getyoursupport.com and say you're interested in become a 2-tier recruiter.

Obviously, it's more likely I'll accept you if you have affiliates you can draw from.

Secret 7: How to Cash In On Other People's Lost Traffic

When you run across sites that don't have an exit pop, drop them a message and offer yours. If you have statistics on the dollars it makes per 100 visitors, share those.

The other thing you can do is create popups and promote them heavily to affiliates. And also make it well-known to your customers they can use your popups.

Secret 8: Why you do NOT need buy popup software that requires you to pay monthly.

I'll show you how to get unlimited popups on unlimited domains with NO MONTHLY FEES at all!

I share elsewhere about how HelloBar gives you 5,000 free impressions a month and privy.com gives you 250,000. Those are two excellent places to start.

But CodeCanyon.net sells a number of popup plugins for Wordpress that are a one-time fee and inexpensive.

They're also really robust. That is, they have every feature you could possibly want.

You can certainly use one of those plugins to create a popup for this product (or another).

No problem.

The cool thing about these programs is they have every feature you can think of. Exit pops. Timed. This. That. The other. The features list is very long.

Secret 9: 8 Bulletproof Methods To Get 9% to 50% Response vs. 3% average

Earlier I quoted the study of 1.75 billion popups by Sumo.com. They published details on the 8 things that rocket response from roughly 3% to 9% up to 50%.

You can read the full article here.

a. Context gives the top popups response rates over 40%

It's pretty mind blowing that context could cause your popup to get a 40% response rate vs. a measly 3%.

But it's true.

Here's the secret:

The closer the offer on the popup MATCHES the content of the page the reader is on, the higher the response.

As an example, Sumo.com created this article:

https://sumo.com/stories/marketing-strategy

By the way, that article is a fantastic read. Anyway, the headline reads:

The Scientific Marketing Strategy Behind Exponential Growth

The popup they served offered the spreadsheet talked about in the article in exchange for an email address.

After reading a bit into that guide, you'd see this popup:
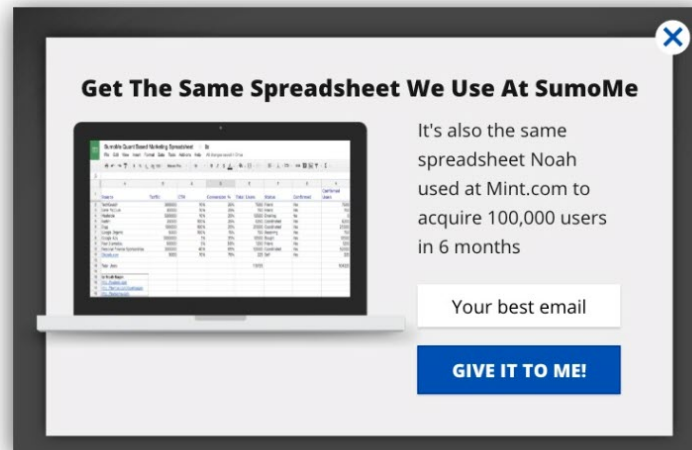
Interestingly enough, their popup didn't appear on my Chrome browser for some reason. And on Firefox, I got a popup related to Shopify. But the point is, the closer the popup matches the content, in general, the higher the response.

For example, on my Pushbuttonletters.com website, if I have a popup related to sales pages or conversions, it's going to get a lot higher response than something about product creation. Or a more general topic.

THAT is what context means.

Here's another example Sumo.com gives. If the popup offers blog updates, you don't want it to appear immediately. You want to delay it until the reader has had a chance to absorb content and see the value.

Here's another one: Offering a discount via an exit intent pop on a product page.

b. Delay popups to increase your response

The lowest converting pages had fast appearing popups.

The Sumo.com articles gives the example of a popup offering the first chapter of a book free in exchange for an email address. It was delayed by 15 seconds and had a response rate of 38.4%. And it was on a page about the book, so it had context.

In general, an instant popup gets the greatest response. But if it's RELATED to something on the page, a delay can boost response.

c. Clear headlines increase response

A catalog page has a popup with this 4-word headline:

"Sign up for coupons"

That's as clear as it gets.

d. Adding personality increases response

While straightforward popups convert, adding a bit of zing or personality helps break through the noise and boost response.

You can see examples here.

e. Offer value

You can give a discount or some sort of free offer that has value to your readers.

f. Limit the number of times you show your popup

Set it so that after it appears a few times, it isn't displayed for X more days. Most popup programs allow you to do this.

g. Match the text on the button to the offer

Instead of a generic "subscribe me," make it specific to the offer. For example, "Give Me The XYZ Report Now"

h. Exit Popups Need a Mafia Offer

A mafia offer is one you can't refuse. This could be a discount. Or an offer exactly matched to the page they're on.

Secret 9: What about delay timers? Do they work? Should you use them?

As you've read before this, the best performing popups have a delay of 15 seconds or more.

You can look at your Google Analytics stats and see how long the average visitor spends on your page before they bounce. You definitely want to show the popup before that time length.

So if the average visitor bounces after 20 seconds, you can launch your popup after 15.

But it's preferable not to him them immediately with it.

Secret 10: How to get "free scripts" that do the "dirty work" for you

The one I've found that is the best is privy.com because they give you 250,000 a month impressions FREE.

My second choice would be HelloBar.com as they give you 5,000 impressions a month free.

My third choice would be the codecanyon.net programs I've referenced. They aren't free but only cost $20. And then all your impressions and features after that are free.

Secret 11: How to create stunning exit cash pages in a few clicks
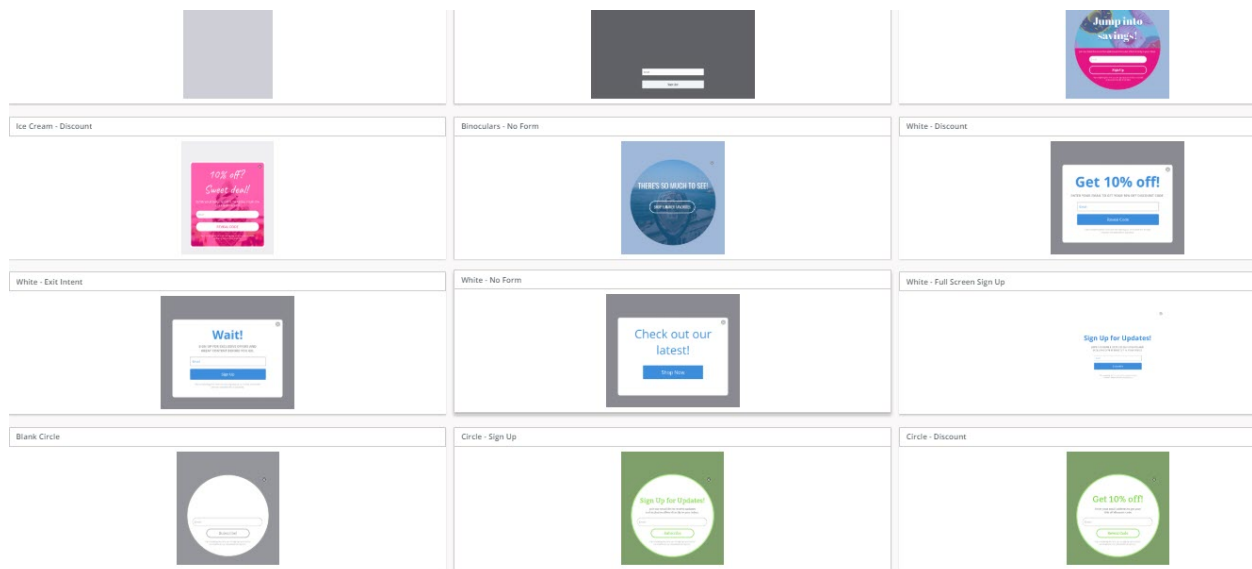
Privy.com lets you do this.
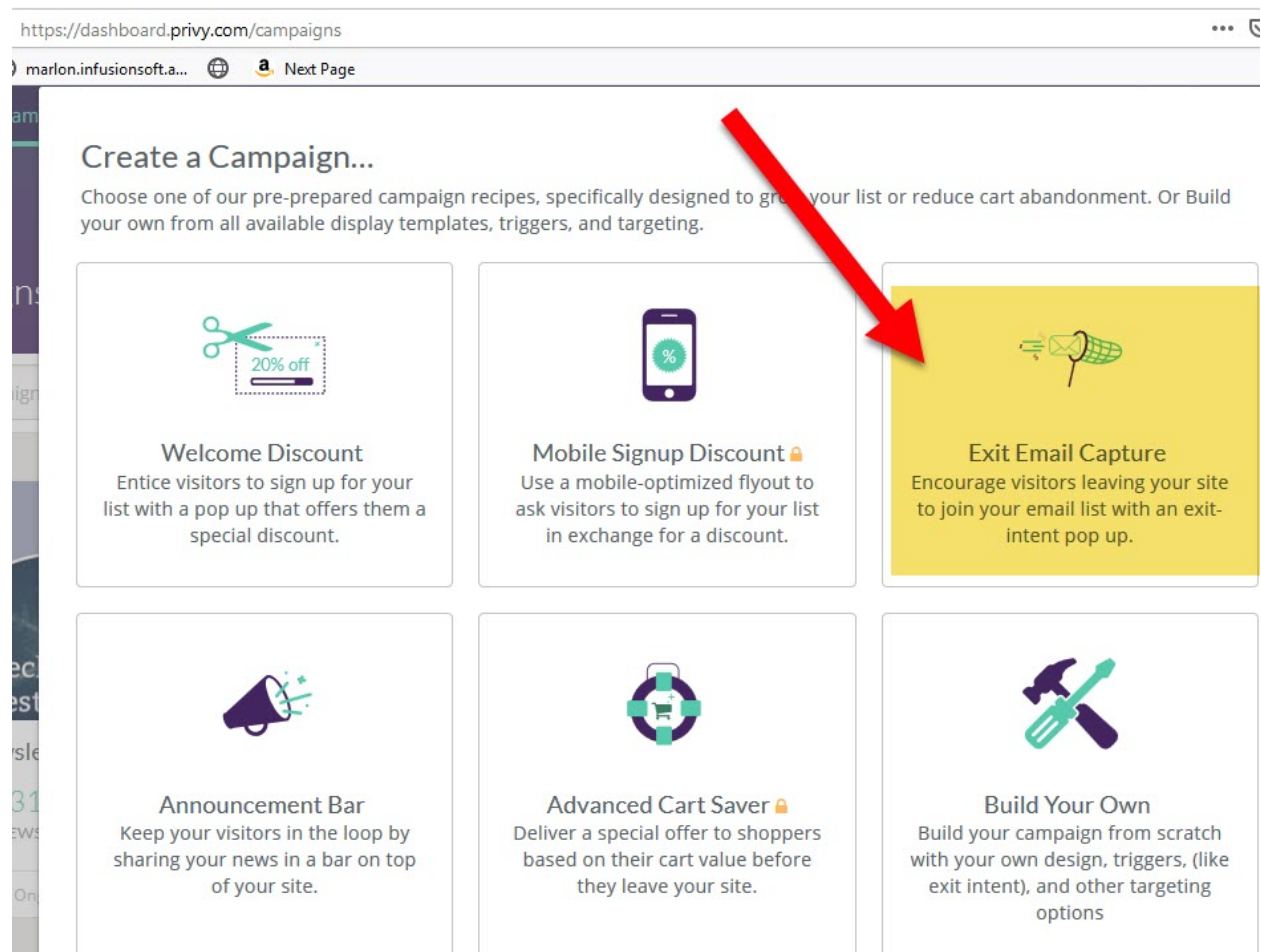
Once you click that you go to the design area. You can create your popup from scratch or use one of their many designs by clicking the Templates drop down:
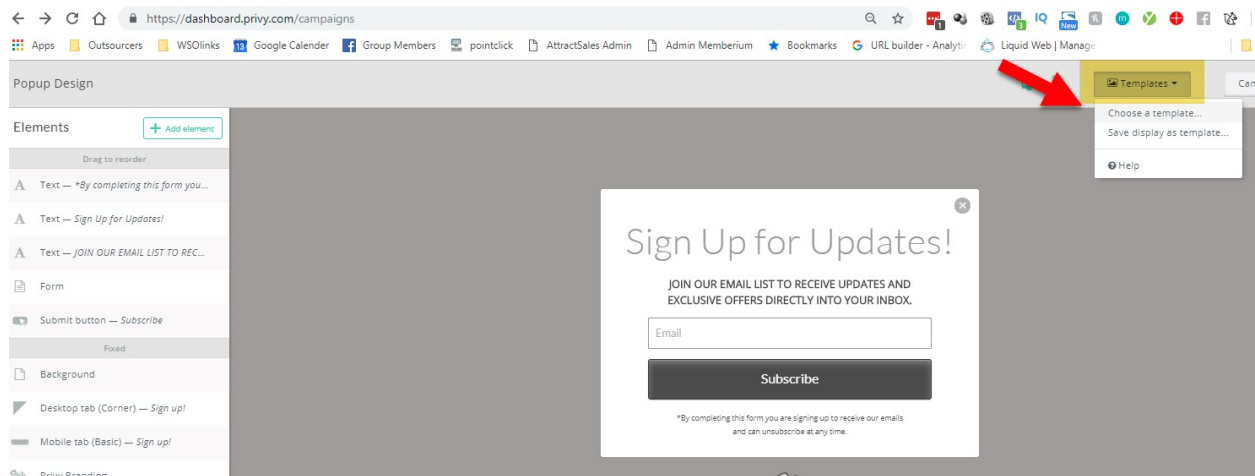
Once you do that, you'll have your choice of a large variety of popups. I couldn't get them all in once screen cap but this is a sample:

Literally, in 3 clicks you're off and running. It's fast, simple and easy with Privy.

Now, HelloBar provides a wider variety of popup choices but Privy allows you to edit or create from scratch. And the free views up to 250,000 a month is unbeatable.

What's cool is that you can see your views and signups (if you use the email signups feature) for each popup as well as the total views on your account.
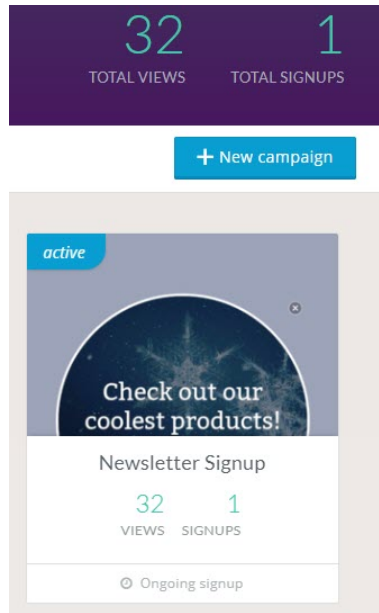
This is a test popup I created and those 32 views are mine.

Secret 12: 20 exit-intent Wordpress plugins

Maybe you're like me and want to dive deep down the rabbit hold of research. I've given you the resources I like. But there are many others available.

Go ahead, dive into the deep end and do your own digging:

https://wpbuffs.com/exit-intent-popup-plugins-for-wordpress/

Secret 13: The 5 Almost Surefire Ways to Get Popups Conversions

https://wisepops.com/exit-popup-hacks/

That page gives you all 5 methods. I'll highlight what I haven't already covered in this report.

a. Match the popup to the page

I already discussed this.

b. Speed up the load time

Kissmetrics published this [mind boggling info graphic](). The gist of it is a 1 second delay decreases conversions by 7%. So load time matters.

c. Display a 1-time only offer to new visitors

Most popup software allows you set the popup to display only 1 time. So it really is a 1-time offer.

Here's what it looks like in Wisepops:
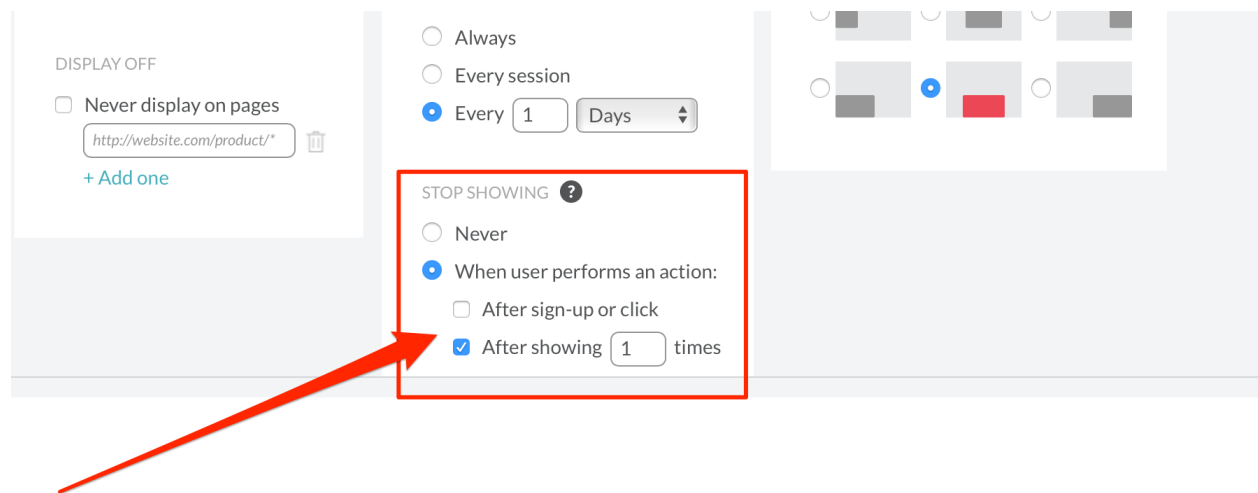
While Wisepops does charge a monthly fee, one thing I really like is how robust their software is and easy to use.

If you're only using the popups on your sites and not for distribution to affiliates, and you want all the bells and whistles, you should look at wisepops.

d. Add urgency to repeat visitors

When people return to your site, emphasize a deadline. [On this page](), Wisepops gives a great example from Udemy. Udemy says you only have 48 hours left to save 75%. That's a compelling popup.

e. Surprise the visitor with out-of-the-box design

Think of a pattern interrupt. An image or something they aren't used to seeing.

Secret 14: What is dynamic replacement? How can you profit from it?

This is crazy. By using personalization and dynamic replacement, this website is growing by 30,000 members a month:

https://optinmonster.com/case-study-expat-com-grows-30000-members-month

How crazy is that?

Dynamic text replacement means you insert their name, city or location or other info into the popup. It's dynamic because it's different for each person.

For example, OptinMonster can determine what the geographic location of the person is and insert it into the popup.

OptinMonster definitely has advanced features. Here's what they say:

*Using our simple **drag-and-drop builder**, you can add all kinds of merge tags: date or day of the week; city, state, zip code or country; and any information the visitor submits including their name, email, or phone number.*

Advanced users can even create their own custom Smart Tags, by integrating with your email service provider or CRM software to display any data you have stored on your subscribers and customers (name, interests, previously purchased products, etc.).

That's stuff your competitors won't be doing. I mean, even if they own OptinMonster, they probably won't take the time to figure out how to do it.

With OptinMonster's Smart Tags, you can grab the attention of shoppers by addressing them by name, or displaying the name of their city.
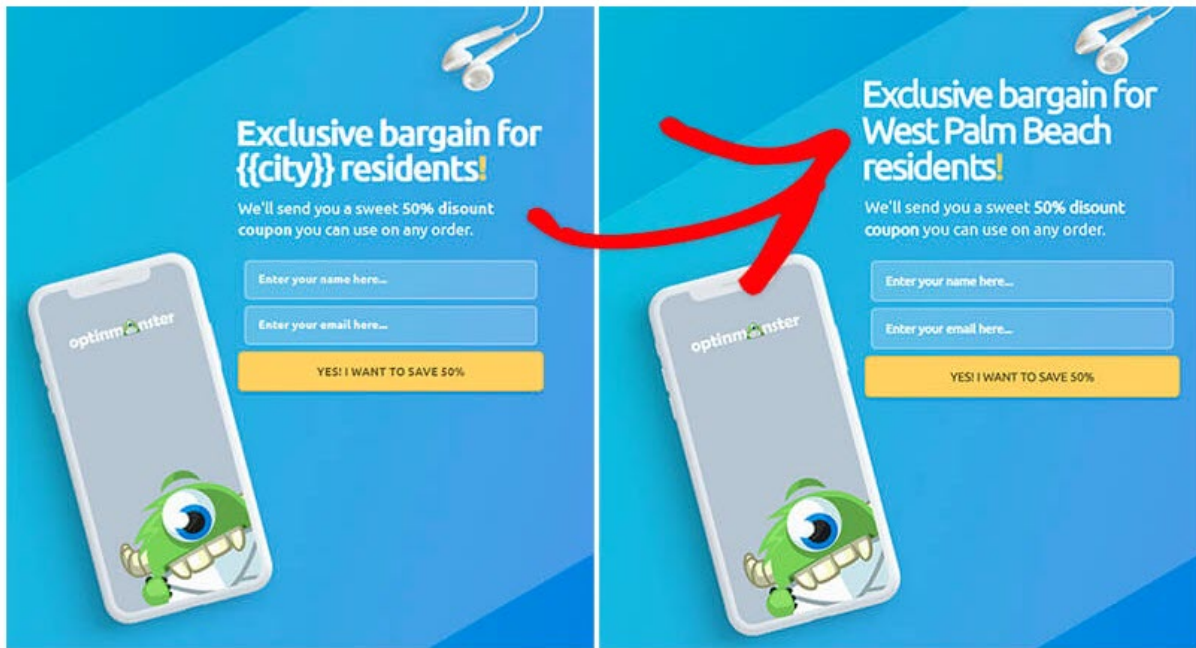
That's "next level" stuff if you ask me.

Smart Tags let you tailor offers to your audience depending on the day, date, physical location, content they're viewing, and more. This content personalization feature will help reduce your bounce rate and boost your engagement metrics by creating personalized marketing campaigns tailored for each visitor.

The only thing is, they don't have a monthly plan, so you have to pay by the year.

Secret 15: Do you use page level targeting? Here's how and why it increases response by 7% or more.

Most all popup programs allow you to target specific pages on Wordpress. If you're using a Wordpress plugin, it's built right in.

Here's an example from a wordpress plugin called Icegram:
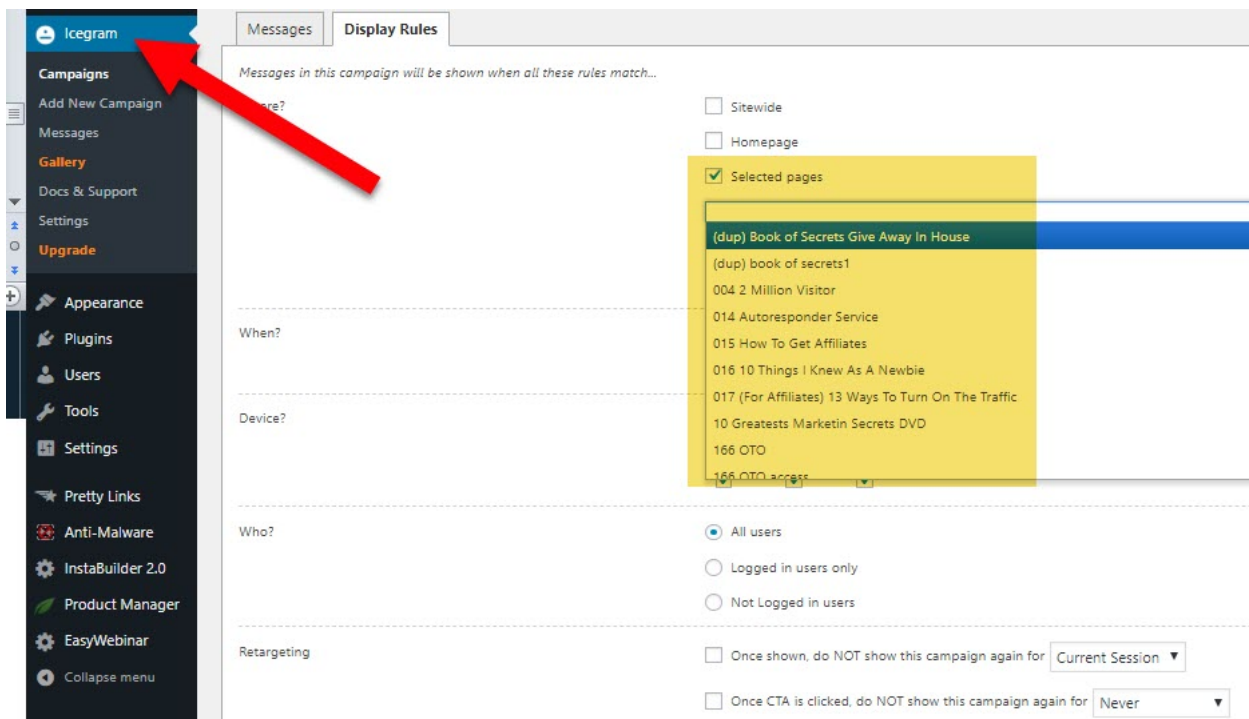
As you can see, you can select what page or pages you want the popup to appear on. A sitewide popup might have a response rate of 3%. But a popup targeted to a specific page and matching the content or topic of the page could get a 9% or better response.

For example, let's say you have a page about underwater widgets (making this up). The popup could say, "Which underwater widget is for you? Take this quiz."

There's a good chance of that popup being responded to.

While we're talking about Icegram, here's a great PDF they have with engagement ideas. It's simple, beautifully illustrated and has great ideas.

Secret 16: There's nothing new in popups. Right? WRONG. This "Gamified" exit pop gets a whopping 11.7 % average opt ins.

And it has been tested on 27,123,447 impressions and 3,088,483 emails collected. Crazy, eh?

Here's the magic URL: https://listagram.com

Here's an example of their "gamified" popup:

One thing I really like is the interface is so simple and clean to use:

What's neat is how it works. You can make each spot on the wheel give them a free product, a coupon, or no prize. And you can set the percentage on each:

Slices

Type	Label ❓	Value ❓		Percentage ❓	
Coupon code ▼	10% Discount	10OFF	⚙	30.0000	%
No prize ▼	No prize		⚙	0.0000	%
Coupon code ▼	20% Discount	20OFF	⚙	15.0000	%
No prize ▼	No prize		⚙	0.0000	%
Coupon code ▼	30% Discount	30OFF	⚙	5.0000	%
No prize ▼	No prize		⚙	0.0000	%
Coupon code ▼	10% Discount	10OFF	⚙	30.0000	%
No prize ▼	No prize		⚙	0.0000	%
Coupon code ▼	20% Discount	20OFF	⚙	15.0000	%
No prize ▼	No prize		⚙	0.0000	%
Coupon code ▼	30% Discount	30OFF	⚙	5.0000	%
No prize ▼	No prize		⚙	0.0000	%

This is really well executed and simple to use. Very impressive.

Best of all, for 5,000 or less impressions of a month, it's FREE! So you can test it out for free.

The starter package is the next step up and is only $29 a month. That's very reasonable.

For every 1,000 visitors you have a month, that means you'd be collecting 117 opt ins (11.7% vs. 30. (3% response).

Let's say you email those 117 optins 20 times during the month. All you need is 1 sale typically to pay for the use of the software. All the months after that, those emails are free and the money is yours to keep.

It integrates with Mailchimp, Aweber, Infusionsoft, Hubspot, Klaviyo and others.

It's so easy to use: In 1 click, here's what I set up:
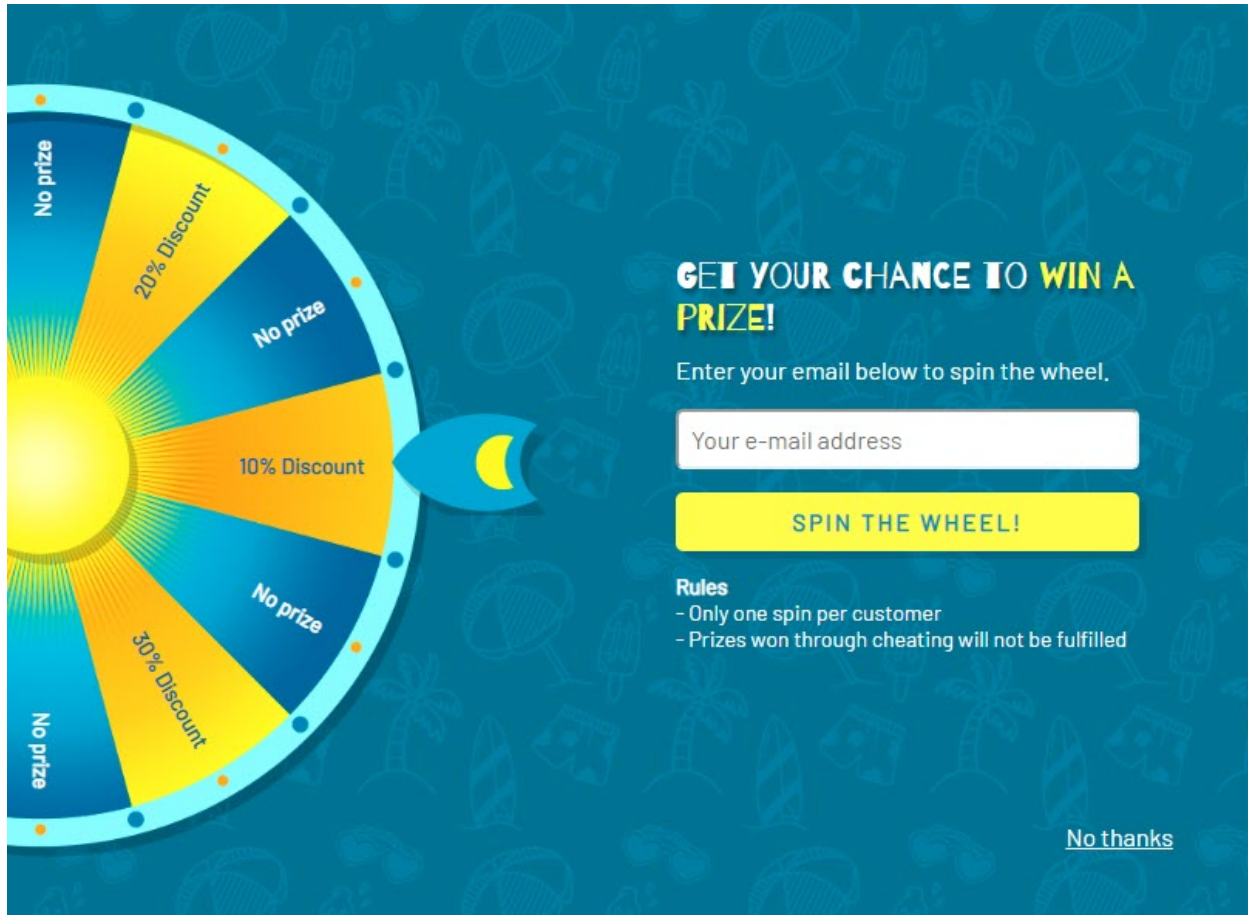
Privy.com includes a number of very nice spin to win designs. The only thing is, they don't offer the ability to have some spins give you nothing, some give you a coupon and some give you a free product.

Finally, Optin Monster also has gamified popups. And their research shows they can increase response from 2-3% to 30% more more.

Secret 17: 10.7% of shopping cart "bailers" will make a purchase just by doing this one super simple thing.

It's a fact that 75.52% average of shoppers bail on shopping carts before finishing their checkout. Those are sales flooding out of the checkout page.

The SOLULTION to save 10.7% of sales is to send a few follow up emails. Such a simple, easy thing.
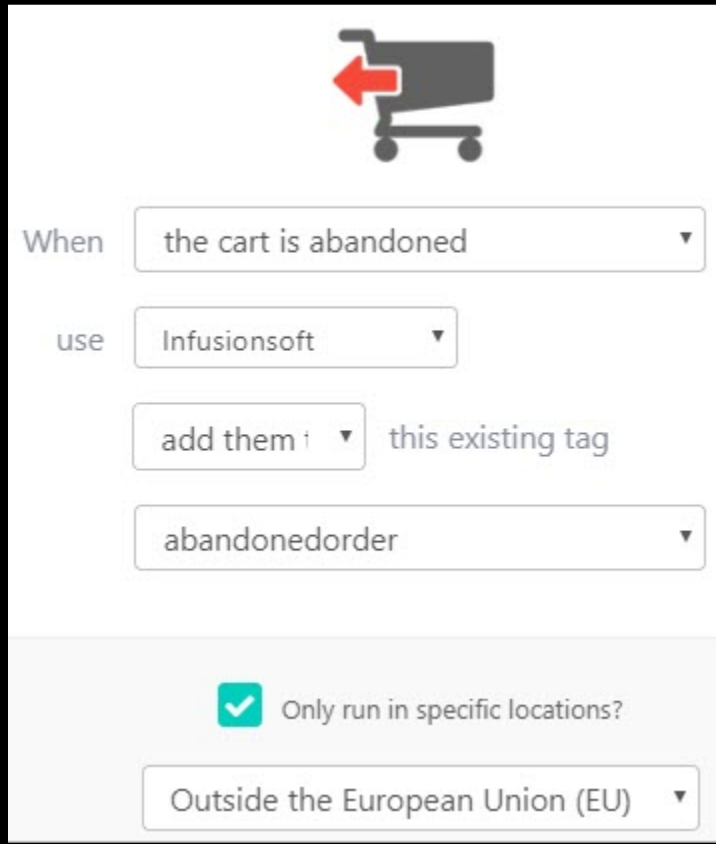
According to [research quoted by Sana.com](#), 10.7% of customers who get emails after they abandon a cart eventually come back and buy. And it's even a higher percent if the emails are personalized and offered a discount.

[Click here for 13 amazing abandoned cart emails](#) for you to learn from and model.

[Here's an awesome guide](#) to email follow up via abandoned cart emails.

The shopping cart I use the most is [Thrivecart](#). I also have Infusionsoft and Clickfunnels. But I most often use Thrivecart as it integrates with Infusionsoft the best and fastest.

Thrivecart has an abandoned cart feature built in. If the customer enters an email address, then Thrivecart adds their email to your autoresponder service for follow up:
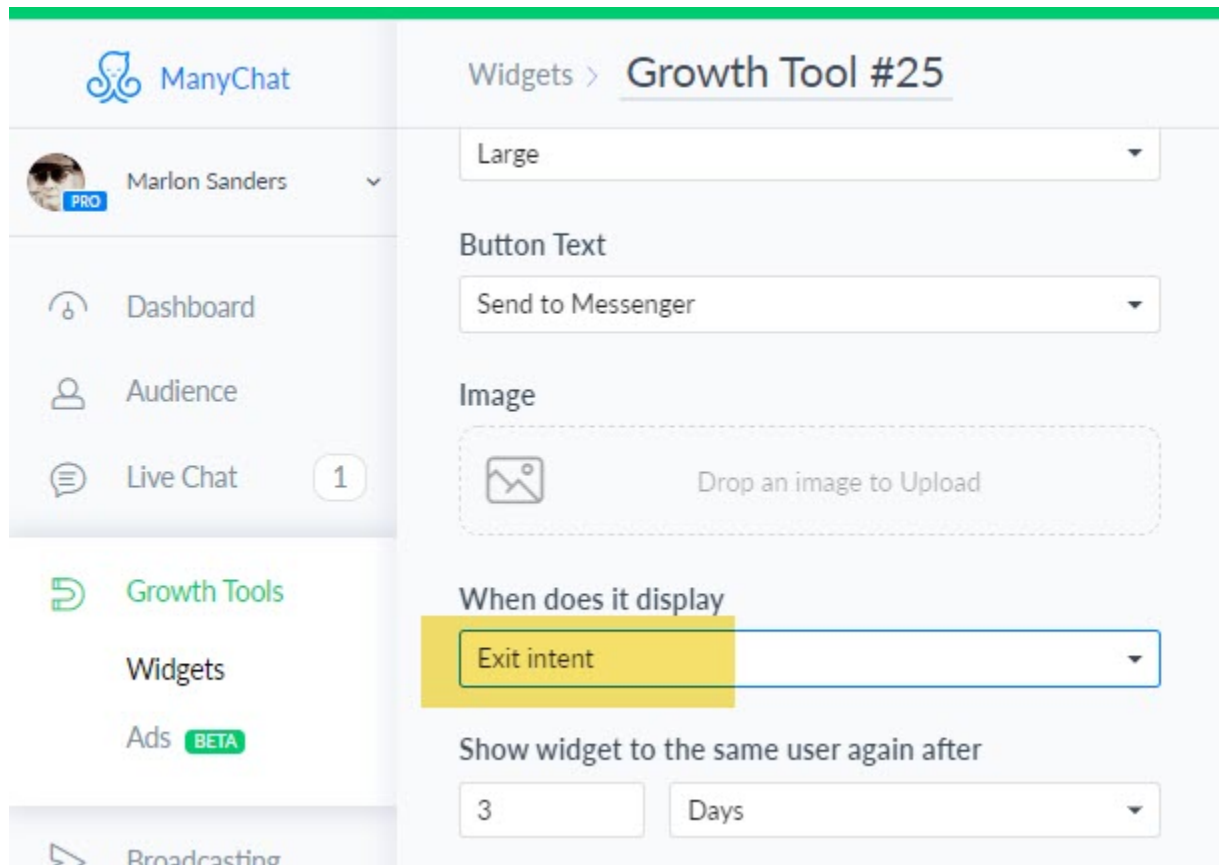

Most shopping carts will have a similar feature. One thing,though, I do appreciate about [Thrivecart](#) is how simple and fast it makes things.
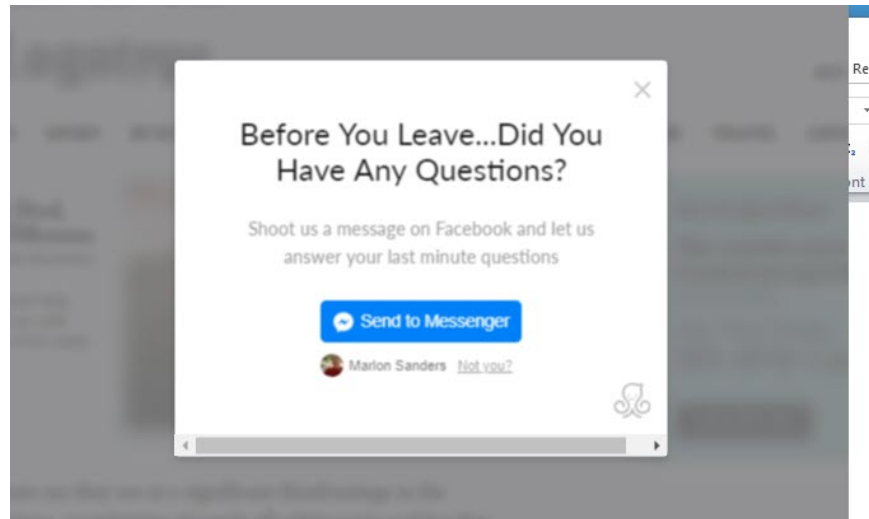
Money loves speed!

Secret 18: How to add customers who abandon your shopping cart to your chatbot for follow up via Facebook Messenger.

This is another angle. Manychat.com is a program that allows you to set up chatbots for free (to start). You just set up a growth tool with exit intent:

Then you make a popup something like this:

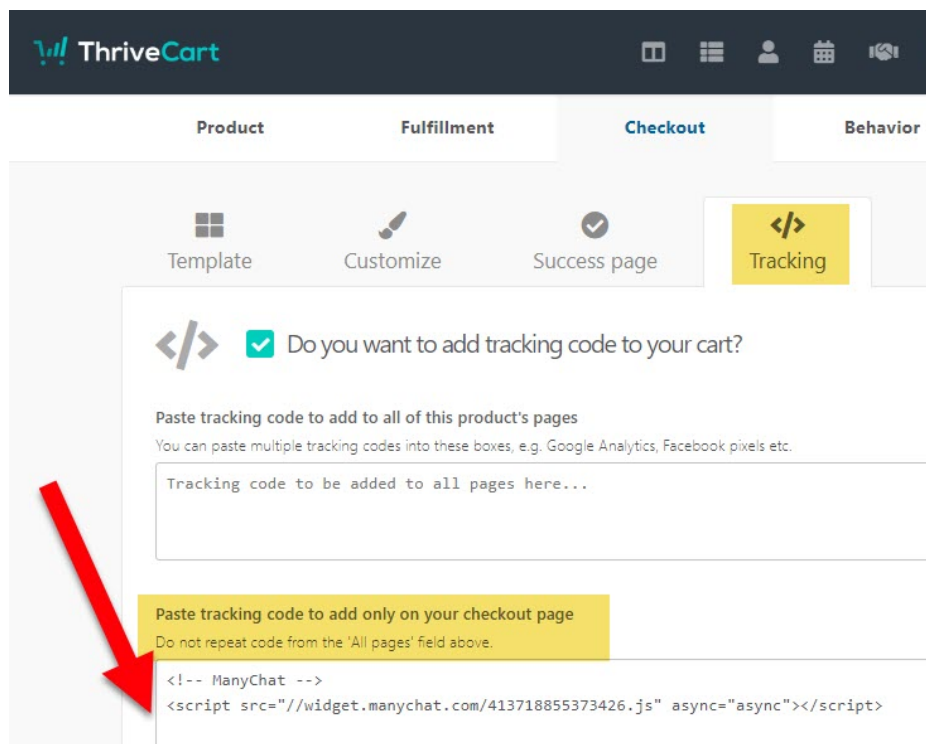Manychat will give you simple copy and paste code that looks like this:

<!-- ManyChat -->

<script src="//widget.manychat.com/413718855373426.js" async="async"></script>

You paste that into the tracking code area of your shopping cart similar to this:

Secret 19: Just a minute ago I was on a website and an awesome freebie offer slid up from the bottom of the page. Really grabbed my attention. I loved it. I was like, "What in the world did they use to do that?"

Can you guess? Here's a hint: When you click you drop right into Facebook Messenger! This is super slick. You can set this up within minutes.

Some programs like Clickfunnels and Builderall have chatbots built in already. But if you're not so lucky, check this out...

You've JUST learned about it. I had Manychat but didn't realize it had popups built right into it! And did I mention? You can start with Manychat for free!

Yahoo! We're in business.

Here's all you do:

Go to manychat.com and sign up for free.

Log in and click on New Growth Tool:
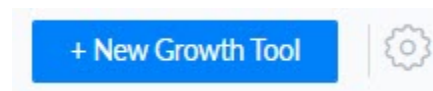
Next all you do is select "left bottom" and you're done:

All that's left is to edit the text on the popup and add an image if you want.

Secret 20: All the NEW SECRETS of exit cash – a lot of new options are available now most people have no clue about.

We've been covering this hard and fast throughout this report. For example, dynamic text replacement based on name, geographic location or other things.
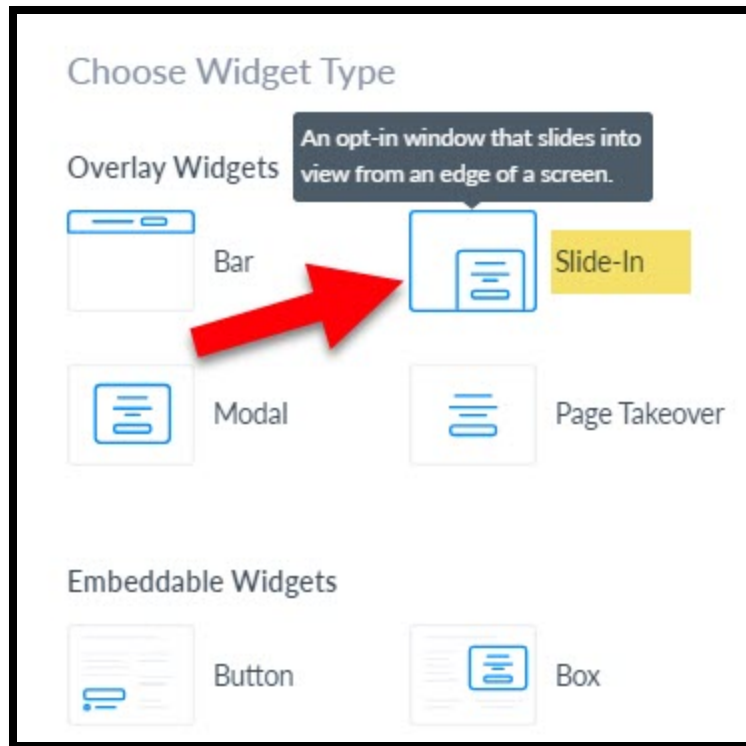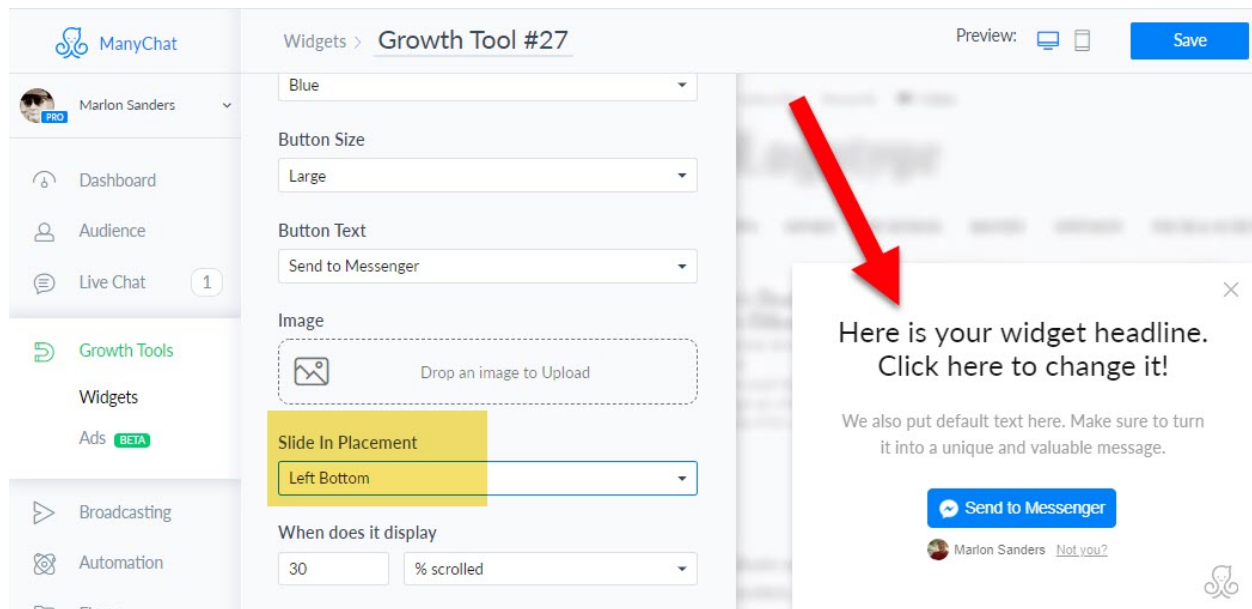
The Fortune Wheel gamified popups are definitely cutting edge. A lot of people don't realize Manychat has exit intent popups. Those are very cutting edge.

- From the sophistication of Wisepops to the simplicity of Hello Bar, and the flexibility of Privy.com, we've covered a lot.
- Free popups from Privy and Hello Bar
- Inexpensive 1-time fees from Code Canyon software
- The paid programs like Wisepops, Sumo, Hello Bar, Icegram, Optin Monser, and others.

Secret 21: What exit intent is, how it works and how to stuff sales in your pocket using it.

We've discussed exit intent many times. It's simply when your mouse moves to leave the page, the popup appears.

In the old days, you could display your popup when someone clicked the X to leave the page. But Google zapped that. So now the best we have is exit intent.

But there is also delayed exit intent where it doesn't display UNLESS you've been on the page for X seconds or unless you've scrolled down X% of the page.

Secret 22: Did you know personalized calls to action convert 202% better than generic ones? That's ridiculous, right? Check it out. I'll show you how to use this fact in your popups.

You can read all about it here:

https://blog.hubspot.com/marketing/personalized-calls-to-action-convert-better-data

Someone didn't just pull a number out of the air. Hubspot did a study on 330,000 calls to action over a 6-month period and this is what they found out!

After reading through this info, the gist of it is that the closer the CTA matches the interest of the reader, the higher the response. So a sitewide popup will convert less than ones customized for the page they're on.

I've noticed that some shopping carts really focus on amazing shopping cart abandonment features and emails while others don't. So when you choose a shopping cart, this is one thing you want to take into consideration.

My cart is [Thrivecart](#) and it lets me drop people who abandon the cart into an email sequence in the autoresonder I use.

Secret 23: Did you know a 65% cart abandonment rate equals a 97.9% gap in sales? Yeah, me neither. lol. But it's true.

And the point is, when people go to your order page and leave without pecking in their digits, you lose money out the wazoo. Here's the easy fix.

It can be an exit intent pop on the shopping cart as simple as this one. And it can grab an email or drop people into your chatbot.
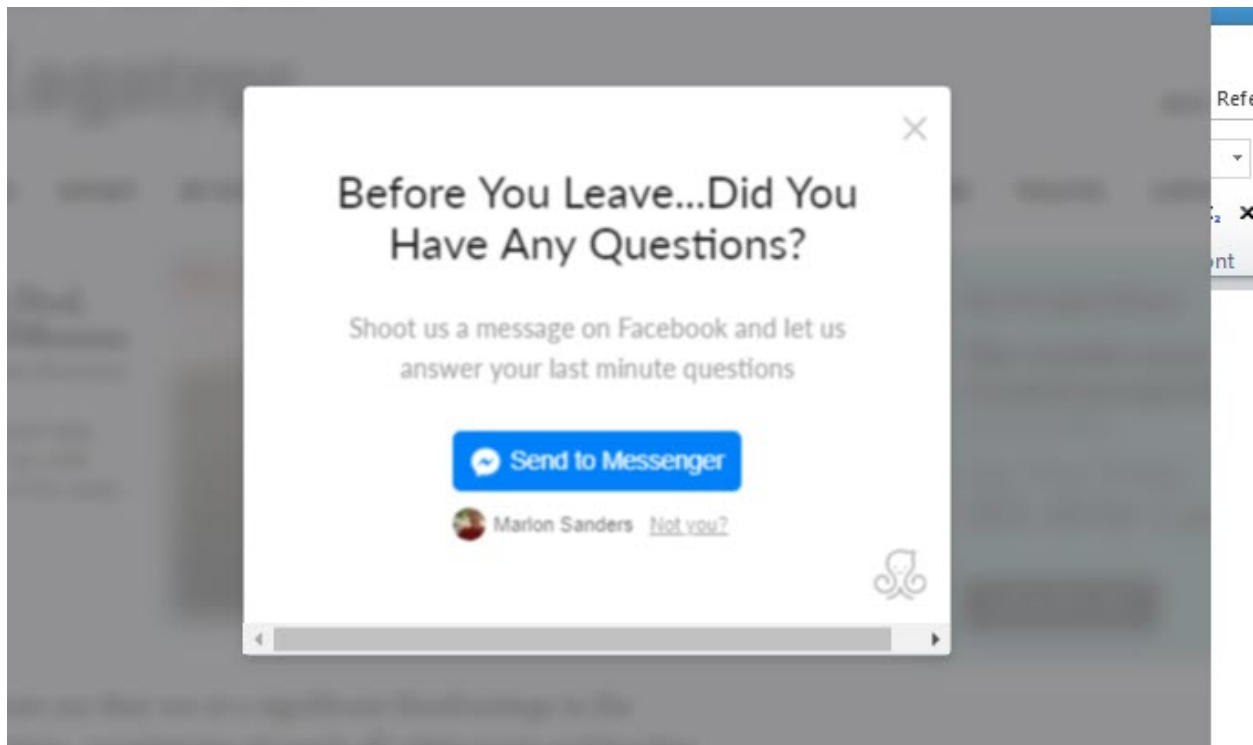
* Where to get a free Google Analytics training that will is fantastic and let you track everything like a pro – for free.

It's hard to find easy-to-understand Google Analytics tutorials. But I scored [one for you here](#).

* 21 exit popup formulas you can use now

Just sign up with Hello Bar or Privy since both are free to start with. If you choose Privy, try the exit intent popup here:
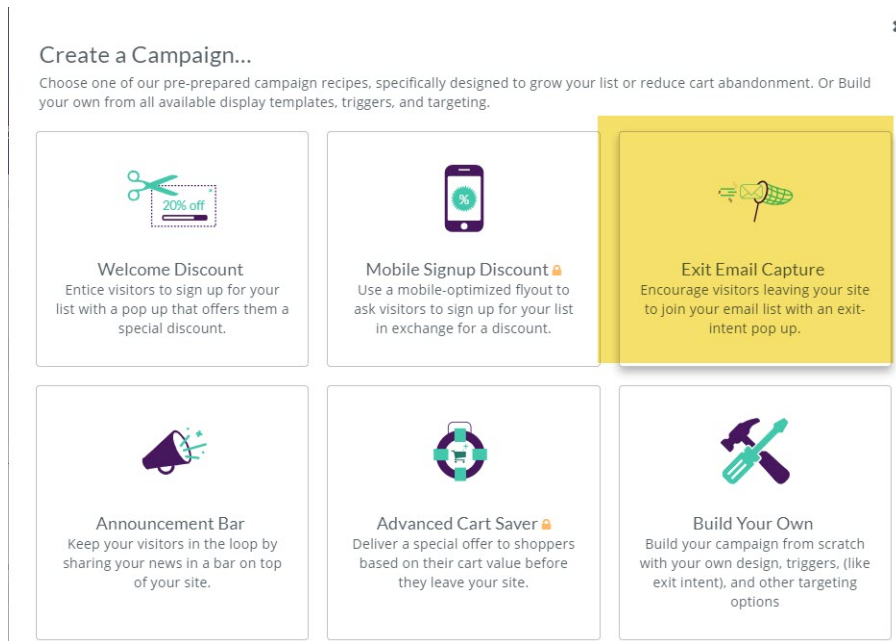
All you do is change the text and you're ready to rock and roll.

Or, you can use Hello Bar here:
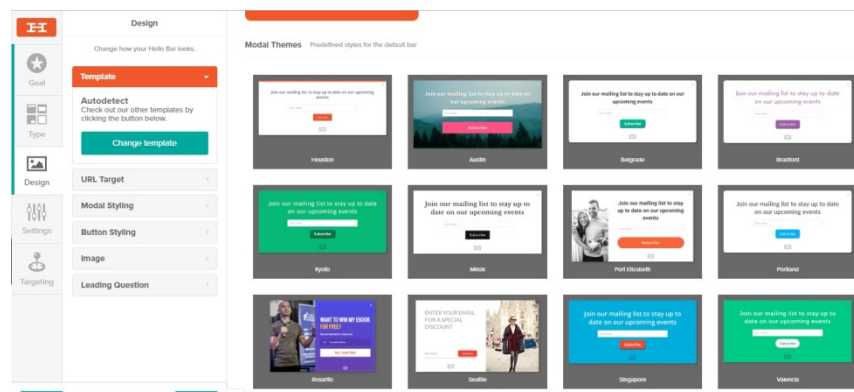
They have a beautiful assortment of popups. I love the simplicity of Hello Bar.

That's how you can get started fast. But to dive deeper, there are 21 exit pop formulas here.

Of course, you can also use my popups here.

* How does the conversion rate on an instant popup compare with exit intent or a 5, 10 or 20 second delay? (Guess wrong and you lose ½ your conversions!)

There was actually a study done on this, and it was interesting.

The conversion rate on exit intent pops on this particularly study was 1.73% compared to 4.07% for instant pops. A 5-second delay got a 3.34% response and 10 second delay got 3.27%.

https://thrivethemes.com/exit-intent-myth/

Having said that, the thing you have to look at is NOT the response to the popup but the response to your desired conversion on the page. That is what you want to measure.

If the instant popup interferes with the desired conversion on the page, you'll want to delay it. How much you delay it is a function of your testing.

* Here's a 25-point checklist for your exit pops

https://www.optimonk.com/how-to-create-an-awesome-exit-intent-popup-a-25-point-checklist/

It's a good checklist to go over to make sure you aren't overlooking anything. I don't have anything intelligent to add to it. Just use it as a handy checklist of reminders.

* Kiss lost conversions goodbye with this "overlay" method. Not many know about it. You will.

Overlays are NOT your regular popups.   What they do is DARKEN the rest of the page around the popup. That focuses attention ON the popup. Yes, they're annoying.

But let's say you have a blog.

People come there. They read for 20 seconds to a minute on average and bounce (leave). If you don't get their email Johnny on the spot, you'll never hear or see from them again!

THAT is why you use overlays.

* 40 fantastic exit pop hacks

https://optinmonster.com/40-exit-popup-hacks-that-will-grow-your-subscribers-and-revenue/

Here's a great recommendation. If you have grabbed your customers name on a shopping cart page or opt-in form, you can merge their name ONTO the popup. Optin monster calls this dynamic text replacement.

Another advanced feature Optin Monster offers is referral detection. So you can customize the popup according to the domain they're coming from.

They give an example of a popup that says "Welcome Smart Blogger Readers"

Of course, the text changes depending on what website domain they come from.

Here's another great idea: Offer 3 choices for additional info.

Their example popup reads:

What do you need the most help with? Reducing cravings? Losing Weight? Building muscle?

Another good tip is to add urgency by putting a deadline on the popup.

And they suggest putting a quiz on an exit pop. I use Thrive Quiz Builder and it works great for these types of curiosity quizzes. Of course, the quiz results lead right back into the sale.

Every single idea in that article is "on point." So you'll want to read through it. I like the examples also. What I did is set up a folder that I'm saving all the best popup examples in.

* The 4 types of triggers (and how to set 'em up)

There are 4 basic triggers for your popups:

a. <u>Exit trigger</u> or what I've called exit intent in this report

b. <u>Time trigger</u> – You show the popup after X seconds have passed

This gives the reader time to engage with the page first. However, if the only purpose of the page is to collect an email address, you can present the pop instantly, as that will likely result in the greatest response.

c. <u>Scroll trigger</u> – You display the popup after X percent of the page has been scrolled or after passing a certain point on the page.

You want to use these if the most important action on the page is something other than the one on the popup. You don't want the popup to detract from the main goal of the page. So you wait until someone has engaged with the page and scrolls. Then it's safer to present the popup.

d. <u>Click trigger</u> – Display the popup when the user clicks on a button or link

What's interesting is that exit intent popup forms don't perform as well as other popups. But with all the tips in this report, you should still be able to rock them out.

The BIG PROBLEM with exit intent is it doesn't work on mobile devices. That's a big problem with the popularity of mobile devices. Some programs can treat mobile users differently from desktop users.

So for mobile users, you might show a timed popup. But use exit intent on desktop. You can [read more about this here](#).

* How to get an extra sales using the "don't go" twist.

[I found this gem](#) in conducting my research: When the potential buyer started to exit the cart, this site served up a simple popup that said, *"Don't go! You still have some products in your cart. Get 10% off your purchase when you use the code DONTGO."*

That's about as simple as it gets.

* Here's a tested, proven popup to email sequence that increases sales 19%.

[You can see the full sequence here](.).

What's cool is that the entire sequence is spelled out.

1. First email sent 4 hours after they abandon the cart

I'm surprised he waits so long. I personally would think immediately would the best option.

That email includes a picture of the item that was in their cart and a big button to complete their order.

That email recovers 10% of abandoned customers!

2. Email #2 goes out after 48 hours

This email converts at 2-4%. Just the first 2 emails recover 12-14% of lost sales.

3. Email #3 goes out after 72 hours and converts 6% more of lost customers

The third email outperforms the second email.

He tried a 4th email but it converted under 1%. But all 3 emails combined converts at 19%.

4. Facebook retargeting of cart abandons converts at 10% ROAS.

* This method pulled in 1,124 emails in 60 days. Want to see it?

Here's the research on it:

https://www.robbierichards.com/email/thrive-leads-review/

Robbie goes into extreme detail in the article. Really awesome stuff.

* How to get 12.24% opt-in rates

In that same article Robbie shows ALL the opt-in pages and elements that together make up a 12.24% opt-in rate on his blog.

This is a VERY important understanding. For example, I thought it was enough to ONLY use the top bar with a lead magnet (called a "ribbon). Then I was very disappointed with the response.

Come to find out, my response was good. Robbie's "ribbon" gets a 1.05% response rate. For some bizarre reason, I thought it was supposed to be a LOT higher than that.

Here's another example, Robbie's sidebar widgets get a 1.09% opt-in rate. In the past, I was disappointed when I got a similar opt-in rate.

What I didn't realize was, that's NORMAL!

His post footers get a .53% opt-in rate.

The deal is, he has and uses ALL of them!

And TOGETHER they make up over 12% opt-in rate. Why didn't anyone EVER tell me this?

Well, now I know.

Not only that, using the tips in this report, you now know how to do even better by using all the ninja methods we're covering.

For Robbie, his best performing email collection device is the popup which converts at 5.45%.

* How to build lead magnets in *13 seconds*

It sounds crazy that you could build lead magnets in 13 seconds. But there's a little trick to it.

* The simple A/B test that increased conversions 91.06%

This was an interesting test by RobbieRichards.com from his free "list building guide." Robbie found that his popup on page load got a 91.06% higher conversion rate than his exit pop.

Normally, on load popups do get a higher response. But depending on the test, sometimes I'm shocked at how well exit pops do. So they are very valuable also.

* This ONE WORD on a button decreases response by 24.91%. Do you know what that word is? You might wanna know! PAGE

This is crazy. Beem Digital ran a test of one button vs. another. The ONLY difference was one word:

Start YOUR free 30 day trial

versus

Start MY free 30 day trial

As incredible as it sounds, "Start MY free 30 day trial" had a 90% increase in clicks!

You can read the whole study and more here.

Takeaway: Use the word MY not YOUR on button calls to action.

5 things you should be split testing

https://www.robbierichards.com/email/list-building/#abtest

1. Triggers like exit intent, instant page load, percentage scroll, on click, after x time

2. Display frequency

Do you display all the time or only once every x days?

3. Form types

Test different types of popups and email collection forms. For example, Robbie, the author of the post, found that his 2-step lightbox that triggers when someone clicks a link converts at 2.17% compared to a popup that converts at 5.12%.

4. Form design and messaging

Robbie had an exit pop offering an ebook. By adding an image of it, his response increased 110.72%. That's huge.

5. CTA or call to ation

The call to action on the button (if you have one) makes a big difference as does   Contrasting button colors make a difference also.

* Need a source of designs for your popups? Here's an inexpensive resource:

* The 5 Almost Surefire Ways to Get Popups Conversions
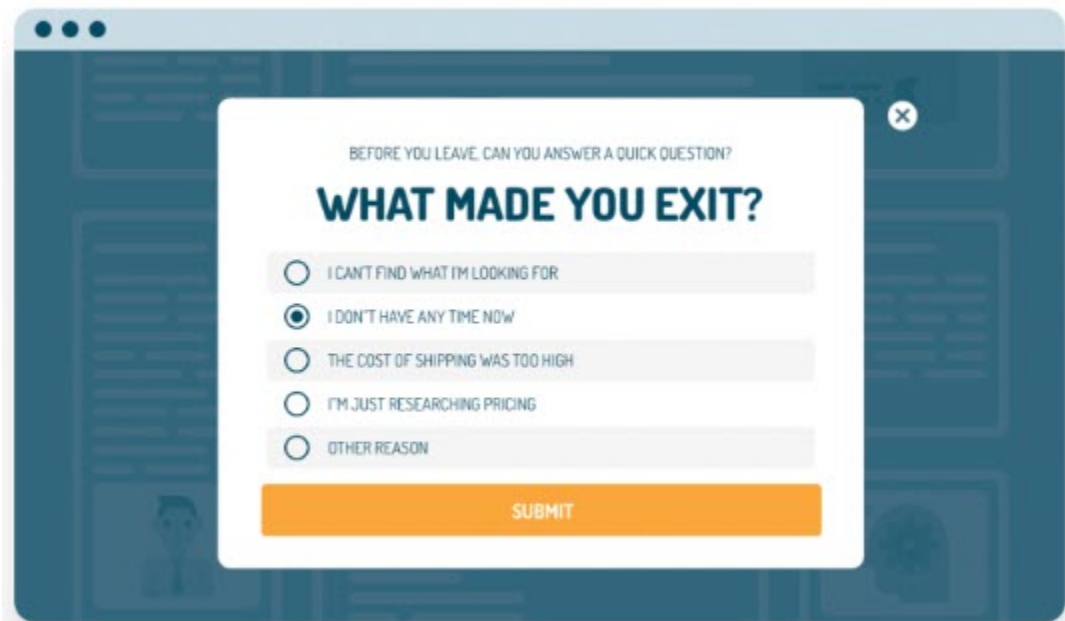
https://wisepops.com/exit-popup-hacks/

1. Use popups to show new visitors a once-off deal

If you want a ready-to-use popup to promote the report you're reading now (or several other high-converting products, click here)

How to Make Your Popups CONVERT

https://wisepops.com/how-to-create-the-best-exit-intent-popup-that-instantly-converts/

It's one thing to have popups but quite another to get them to convert.

How to Create Your First Popup

1. The Offer

2. The Headline

3. The CTA Button

4. The text

The Psychology of Call To Action Phrases That Convert

https://sproutsocial.com/insights/call-to-action-phrases/

Here Are Mind-Blowing Ideas For the ADVANCED Marketer

This is very cool.

https://www.personyze.com/exit-intent-popups-example/

If you're an advanced marketer, then that URL will blow your mine. There's something for EVERYONE in this report.

Personalization is something that is tested and proven to increase response.

Best wishes,

Marlon