

- Week 2 -
Your First Big Sales Push &
Building Your House List

Important Points To Remember

- Massive Imperfect Action!
- House list = free advertising to current customers
- Base your ads on successful swipe files
- Use your benefit list & customer desire mind map with swipe files
- Save & re-run successful ads as “Pre-Packaged Promos”
- Every offer must have a headline, benefits, features, guarantees & a call to action
- Every action you do must go towards building your list or generating sales now.

Massive Imperfect Action

If you want to see results ASAP you need to act ASAP. Don't worry about everything being perfect. Just get your promotions out there. Get your sales funnels set up and improve as you go. The sooner you get your list built, the faster you can start generating sales on demand.

Elements Of A Perfect Promotion

- Give your leads a significant discount or incredible bonus
- You must have a believable reason to have your promotion
- Limited time offer / limited availability to encourage immediate action
- Sell something more expensive at a discounted price
- Sell a membership or recurring subscription item
- Offer a VIP service
- Offer a “bundle discount” (2 for 1, etc)

Landing Page Copy

Your landing page copy must focus on the immediate benefits. It must have a headline, a sub-headline, occasionally bullet points and always a call to action. A basic headline format is: Get ____x____ without having to do ____y____ in ____z____ time frame. ie: Whiten Your Teeth In Minutes Without Pain Or Expensive Procedures!

The sub-headline supports the main headline and moves the prospect to the next part of the ad (the bullet point or call to action). Save 15% Off Your No-Pain, Instant Teeth Whitening Appointment.

The next section of the page is usually written on button and tells the prospect exactly what you want them to do next. In this example. We want them to click on the button so the pop-up opens and they enter their name and e-mail.

[Click Here To Get Your 15% Off Coupon Code]

Use the space below to write out your landing page / opt-in page copy. Remember - focus on the benefits!

[illegible]

[illegible]

Call To Action Page Copy

Your call to action page is the second most valuable page in your business, right behind your landing page. This is the page that is going to turn your leads into customers immediately. After a customer enters their name & e-mail they get redirected to this page.

Get your customers to make a buying action immediately to take advantage of their coupon. ie: Call to book an appointment immediately. Put a deadline on it or a scarcity limit.

If customers are calling - have them call a pre-defined phone number from www.Grasshopper.com. Do not have them call your office or cell phone. This is in order to track the efficiency of the advertising. (Note: you can have the 1-800 # directed to your phone/office too).

Fill your page with benefits, and reasons to call now. Follow the case study examples in The Vault and write the copy for your call to action page below.

[illegible]

Other Ideas To Build Your List

What are some of the other ways you can build your house list right now? Business cards, flyers, Facebook advertising? Write all your ideas below. Organize them in order of priority and write the first steps you need to take to setup each lead generation source.

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

Required Tools

There are dozens of options out there when it comes to tools. And if you already have something that works for you, don't feel pressured to change. However, I'm a fan of "the path of least resistance". Which means the tool that is going to work for you now and give you the fewest headaches today.

www.ActiveCampaign.com is a fantastic lead management / autoresponder tool. It allows you to keep all your contacts, leads and customers organized and send e-mails to them (en masse) at the touch of a button. This is the most important tool in your business.

www.LeadPages.net is a landing page creator. They have pre-created templates that are tested and work very well. All you have to do is copy and paste your text in and press save. It's the easiest way to start generating leads now.

Your Notes

[illegible]

[illegible]

Sales On Demand

- Week 2 -

SALES ON DEMAND

What We're Doing In Week 2

- Massive Imperfect Action
- Big sales push
- Building a house list
- Introduction to "swipe" files
- Different promotion types
- Build a lead capture system

SALES ON DEMAND

Massive Imperfect Action

- Don't be a perfectionist. You can fix everything later. Just get the ball rolling now!
- The more momentum you have the easier it is to break through obstacles
- This week is full of action tasks. If you don't take action, you won't see results!
- Goal: Make sales now! Cover the cost of the program

SALES ON DEMAND

What You Need To Start Making Sales Now

- A leads or customer list (house list)
- A way to contact them
- A promotion to offer them

SALES ON DEMAND

House List: A direct marketing term for a list of leads and customers that you can readily contact.

SALES on DEMAND

I Don't Have A House List!

- Don't worry - we'll build one this week!
- You can start making sales right way too.
- Cover this later in the video
- + More in Week 4...

SALES on DEMAND

Why You Want A House List

- It's MUCH easier to get a previous customer to buy than a new customer
- It's almost free to advertise to these repeat customers
- You'll always be in control of your sales - no more "dry seasons"
- Think of it as a safety net. Instead of always needing new customers, you've already got ones you can rely on.
- You're leaving 2-3x your profit in your "customer list" by not actively marketing to them.
- "Set it and forget it" - once you've created a promotion to send to these lists, you can use them indefinitely.
- Much easier to sell more expensive products and services to past customers than new ones.

SALES on DEMAND

The Plan: Build List. Nurture List. Mine List.

- Option A: Already have a list? Great let's get started!
- Watch the "Big Sales Push" video first
- Option B: Don't have a list? We'll start one today!
- Watch the "Build A House List" video first.
- Watch both videos, but in the order that will help you the most now.

SALES on DEMAND

Week 2 Homework

- Have a list? Create your promotion!
- Base promotion off swipe files in the vault
- Send me your promotion for review
- Don't have a list? Start building one!
- Do everything you can to hit this weeks goal - cover the cost of the course!
- Write down all the ways you can start increasing your "house list"
- Optional but recommended: Start your first Facebook Ad Campaign
- See -> Rollande Tarot case study in the vault
- Finish reading the book you selected in Week 1

SALES on DEMAND

Next Steps:

Watch Video A or Video B - Whichever one is most applicable to your business

SALES on DEMAND

Your 1st Big Sales Push

SALES on DEMAND

What We're Covering In This Video

- Swipe Files
- The ideal promotion
- Pre-packaged promos
- How to structure your promotions
- What to write
- The empathy exercise
- Sending out your promotion

SALES on DEMAND

Your First Big Sales Push

- Remember - Massive Imperfect Action!
- Choose a promotion type to fit your business
- Use swipe files for inspiration
- Use your customer desire mind map, avatar and features & benefits list!
- Give them a real reason to act now!
- Submit your promotion for review
- Keep pushing until you hit your goal!

SALES on DEMAND

What Is A Swipe File?

- A "file" of promotions that you can pull inspiration from to create your own.
- Second to your list - it's your most valuable resource
- Very difficult to come up with promotions "on the spot"
- A swipe file makes it so you don't have to start with a "blank piece of paper"
- Often proven & tested to work
- www.swiped.co

SALES on DEMAND

The Ideal Promotion

- Significant discount or incredible bonus
- Limited time (this weekend only!) & limited availability
- A more expensive version (upgrade) of something they've already bought?
- VIP service? Discount bundle?
- Recurring membership / club
- Sell something more expensive at a discounted price - your customers will buy it!

SALES on DEMAND

What is a Pre-Packaged Promo

- A personalized "swipe file"
- Create a promotion that is evergreen
- Save it and set it aside.
- Whenever you need sales, run the promotion.
- Requires little to no work after the initial effort
- Pre-Packaged Promos + A house list = VERY high leverage

SALES on DEMAND

Remember The Main Parts Of a Direct Response Offer?

- Must grab attention with a headline
- Must have clear features and benefits with body copy & bullet points - Use week 1 exercises
- Must display a clear call to action.
- Must have scarcity/time limitation to make the prospect act now
- Must have a guarantee (transfer of risk)

SALES on DEMAND

Example 1

SALES on DEMAND

Example 2

SALES on DEMAND

Choose Your Promotion Type

- Different promotion types for different businesses
- Path of least resistance
- Get lead or get sale
- What is going to make your business the most amount of money right now?
- Active advertising over passive marketing

SALES on DEMAND

E-Mail Promotions

- Fast, effective and very inexpensive
- My favourite type of marketing
- Can have a personal conversation with thousands of people at once
- Do it right and your e-mails get opened every time
- Use www.ActiveCampaign.com to send out e-mails

SALES on DEMAND

Call All Potential Clients

- Notify them of your special offer
- Ask them to take action now to solidify their interest (limited quantities, etc)
- Waiting list, book an appointment, deposit, VIP list, etc
- Remember - all elements of a sales letter can be translated to a conversation. A sales letter is a "salesman in print". Give your prospect a guarantee, a reason to act now, lots of benefits, etc...

SALES on DEMAND

Social Media Blitz

- Share your offer with people in your social circle
- Share your offer with your Facebook pages, groups
- Partner with other industry leaders to share your promotion (*split the profits)
- Use lead capture page (what we'll make later in this section!)

SALES on DEMAND

Mail Promotion / Fedex Promotion

- Useful for more expensive transactions
- Send registered mail (priority)
- OR - send as a personal, private letter (see: coat of arms letter)
- Have a very good reason to send the mail
- Give them a very good reason to call you!
- Get them to follow up with you via a phone or tell them you'll follow up in a few days.
- Reference swipe files

SALES on DEMAND

How To Customize Your Promotion

- Rely heavily on your customer desire mind map, benefit & feature list and customer avatar
- Model swipe files from similar promotions / industries
- Write the letter (or promotion) from one person to another. NOT one company to another.
- Get the book "Words that sell" by Richard Bayan. It's a thesaurus for advertising.
- Ask for help! It's what I'm here for!

SALES on DEMAND

Include A Reason To Have A Sale

- People are far more likely to do what you ask them to do when you have a reason. It doesn't matter what the reason is, as long as you have one.
- You could literally have a sale for every holiday, for every anniversary, ... heck, even your birthday!
- The more creative you are, the easier this is!
- It doesn't matter what the reason for the sale is. As long as you have a reason.
- I've literally done promotions that have said "I want to buy this new xyz , so I'm running a promotion to raise the funds". It still works!

SALES on DEMAND

Encourage Immediate Action With Scarcity

- If you don't give someone a reason to take action now, they won't.
- Use scarcity to encourage immediate action
- Always use logic to explain why there is scarcity
- ie: only x number of units, only so much time, only 1 of me.

SALES on DEMAND

Use Your Benefits & Feature Lists

- The most valuable resource in your entire business
- Use your most impressive, powerful benefits
- Needs to be strong enough to stop someone in their tracks
- "Stack the cool" - [Example](#)

SALES on DEMAND

The Empathy Exercise

- Sit there and close your eyes for 30 seconds.
- Clear your mind
- Using what you know about your customer, put yourself in his shoes.
- When will he receive your promotion?
- What will he be doing at that time?
- What mood will he most likely be in?
- View yourself receiving the promotion as though you ARE the customer.
- Would the promotion make you want to read it? Take action? Be honest.
- If you aren't incredibly thrilled. If it doesn't make you want to take action immediately.
- You're not done and your ad isn't good enough

SALES on DEMAND

Let me try and describe the feeling you're going for...

Imagine you're flipping through the classifieds section of your local newspaper and you see an ad that catches your attention. It's for a pair of front row concert tickets for \$50. And it's for your favourite band. The one you obsessed over growing up. The one you would do ANYTHING to go see. The ad explains that the tickets have to be sold because they need the cash to fix their car. You can't believe your luck! These tickets have been sold out for months! You literally trip over the chair diving for the phone to get a hold of the person and buy right now.

SALES on DEMAND

That level of motivation is
what you're looking for.

SALES on DEMAND

Give them a reason to get **THAT**
excited over what you're offering.

SALES on DEMAND

80% of selling is just making an offer
that people are **REALLY** excited about!

SALES on DEMAND

Use A "Tracking Word"

- A simple way to track how effective your promotions are
- Use "key words" positioned as "coupon codes", "VIP promo codes", etc.
- Associate different words with different promotions
- Track (or have your staff track) the number of sales that used those promo codes.
- Note* This is how infomercials test!

SALES on DEMAND

Have It Reviewed

- Get your first draft done ASAP - remember, Massive Imperfect Action
- Use swiped files from swiped.co & members area
- Direct mail, E-mail, Phone script
- We'll review it, make small changes and then you can send it to your leads
- Because the goal here is to get you making sales now, we want to get the promos out ASAP.
- Next week you'll learn how to craft these from scratch, yourself.

SALES on DEMAND

Send It Out

- Send your promotion out to the world!
- Sending an e-mail? Make sure to notify your audience at least once a day. Twice a day on the last day!
- Schedule calls, make sales or get people into your store!
- Track the results and record your sales!

SALES on DEMAND

The Goal: Cover The Cost Of This Program!

- Share your success in the Facebook group! - Tag me!
- What were your results?
- What could be improved?
- What did you learn?

SALES on DEMAND

What Next?

- If you have a house list, you can do this whenever you want, at the push of a button!
- Watch the next video to learn how to keep growing your house list.
- From this point forward we're going to start creating your own custom promotions and testing them
- If you don't have a house list already, it's time to get started!
- See you in the next video!

SALES on DEMAND

How To Build Your House List

SALES on DEMAND

What We're Covering In This Video

- Your house list & lead flow
- Your lead capture page
- Your lead capture bribe
- Your call to action page
- Ideas to build your list

SALES on DEMAND

Your House List

- Complete list of leads and customers
- Contacts housed in an autoresponder
- Allows you to advertise for free in many cases
- Gives very stable sales growth
- Reliable "sales on demand"

SALES on DEMAND

Your Lead Flow

- Interested prospect sees an ad online.
- They click the ad and land on a page offering something they want for free. (A discount, free gift, trial, bribe, etc).
- Visitor enters name and e-mail on page to get free item.
- Visitor (now lead) is immediately redirected to take action on the offer to "claim it now". (Call to book an appointment, etc)
- Often lead turns to customer right away.
- When a lead doesn't turn into a customer we follow up with them (on autopilot) with helpful information & other offers.

SALES on DEMAND

Your Lead Capture Page

- Must grab someone and stop them in their tracks
- Free item + service sold don't need to be related. They just need to appeal to the same person.
- Appeal to what they want the most right now
- Limited time coupons, discounts, info guides, vip lists, early bird list
- ie: 10% discount today if you leave your e-mail address and join the VIP list
- "10 Things You Must Know Before ____ To Avoid Disaster!"
- Use www.LeadPages.net to build the page.

SALES on DEMAND

Your Lead Capture Bribe

- Free report
- Limited time discount or coupon
- Register for free event
- VIP "members club" -> 10% discount
- Find something your prospects want now & give it to them

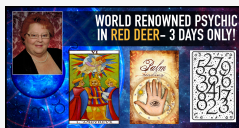
SALES on DEMAND

Your Call To Action Page

- Get them to take a buying action now
- Book an appointment, call a phone number, get an estimate
- Give them a special code to reference & a timeline
- Have them call a pre-recorded 1-800# from www.grasshopper.com. In the voicemail message tell them to leave their info and you'll call them back to book their appointment.
- Allows you to track your leads much more accurately
- Examples

SALES on DEMAND

Rollande Tarot Example





Book Your
Psychic Reading

Rollande Thompson has 40 years of experience providing life counseling through psychic readings. She specializes in Card Reading, Numerology, Reincarnation and more. Limited viewings available. Book Now!

**WORLD RENOWNED PSYCHIC
IN RED DEER, AB!
3 DAYS ONLY!
JUNE 27TH - 29TH**

Celebrity Psychic With 40 Years Experience

- Uncover the secrets of your love life, past, present and future! Find out what your lucky numbers are! Reveal what the future holds for your business and health!

Customer Review: "For 15 years of my life he came to me. You're my counselor with my husband and family, work and bank. You're right on the dot with everything!"

Click The Yellow Button To Book Your Reading Now

SAVE \$10! BOOK YOUR READING NOW »

SALES on DEMAND

Rollande Tarot Example


Call Rollande's Canadian Psychic
Tour Line now to book:
1-800-401-2239

The discount code for \$10 off your reading is:
RedDeer10

Call Now: 1-800-401-2239
This is a private line open 24 hours a day 7 days a week.
Psychic phone readings also available.

"Mention the discount code when booking. If you get my
voicemail please leave a message & I will call you back to book
your appointment."

Wishing you health & happiness,
Rollande Thompson



SALES on DEMAND

The Tools You'll Need

- Active Campaign
 - Allows you to follow up with your new subscribers and customers
- Lead Pages
 - Quick and easy way to build a lead capture page
- FB Ad Basics
 - Set up your advertising ASAP
 - Also included with this course

SALES on DEMAND

Other Ideas To Build Your House List

- Use your business card as a Call To Action to your Website
- Collect e-mail address - save x% on this order
- Collect phone numbers - save x% on this order
- YouTube Hijacking Your Competition
- Social Media Posts
- Community Outreach (digital and local)
- Guest posts & guest speakers
- Every person that "touches" your business should be added to your lead list

SALES on DEMAND

Grow List. Nurture List. Mine List

- Most reliable source of business you'll ever have!
- Take care of your list and they'll take care of you
- This whole process can be automated so you can focus on your customers
- It's all a matter of building the machine piece by piece

SALES on DEMAND

FB Ad Basics

- Facebook advertising program included with Sales on Demand
- Teaches how to setup Facebook ads to start building a list & generating sales now
- Login details sent to your e-mail address
- Best way to learn is to get in and try! You can start with as little as \$20 a day!

SALES on DEMAND

Remember - Massive Imperfect Action

- Fail early, fail often
- The only way to get better at this is to do it!
- Start building your list NOW!
- Get those promotions out!
- Start making sales today!
- If you need help - ASK!

SALES on DEMAND

IMPORTANT

Every marketing effort you make from now on should go towards building your house list and making sales. Never pay for branding! Branding is a fringe benefit of having a good product. If you can't see a direct link between the action you're taking and generating a sale. Don't do it.

SALES on DEMAND

Week 2 Homework

- Have a list? Create your promotion!
- Base promotion off swipe files in the vault
- Send me your promotion for review
- Don't have a list? Start building one!
- Do everything you can to hit this weeks goal - cover the cost of the course!
- Write down all the ways you can start increasing your "house list"
- Optional but recommended: Start your first Facebook Ad Campaign
- See -> Rollande Tarot case study in the vault
- Finish reading the book you selected in Week 1

SALES on DEMAND

Next Week
We overhaul all your marketing!

SALES on DEMAND
