

- Week 7 -
Your Final Big Sales Push

Your Big Sales Push

Congrats! You've made it through the Sales On Demand program. You now know everything you need to take control of your sales. Let's see how far we can push it over the next two weeks. Set an ambitious goal for yourself and work hard to achieve it.

Whether that be an increase in revenue or leads, find something you can track & work hard to improve it over the next 2 weeks. Get your promotions out there. Only 14 days left before the deadline is up!

Important Points To Remember

- Make sure your promotions meet all direct marketing rules.
- Focus on building your list. It's the most valuable asset you'll own.
- Nurture your customers and leads.
- Create evergreen promotions you can run forever.
- Always have something more expensive & less expensive to sell.
- Run your business by the numbers!
- The only promotion that improves is the one that gets tested.

What To Do Next

- Set an ambitious goal for the next 2 weeks.
- Create several pre-packaged promos to send to your list.
- Ramp up (or start) your Facebook advertising campaign.
- Continue to work on your follow up sequence, upsells & split testing.
- Read one more of the books from the "suggested reading" section of the site.
- Review example pieces of copy in the Vault.

Resources

- www.swiped.co
- <https://whichtestwon.com>
- <http://www.thegaryhalbertletter.com>
- Tested Advertising Methods - John Caples
- Influence by Robert Cialdini
- Ultimate Sales Letter - Dan Kennedy
- No B.S. Direct Marketing - Dan Kennedy
- No B.S. Grassroots Marketing - Dan Kennedy
- Making Ads Pay - John Caples

Your Notes

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