

## MODULE 10: Sales For Digital Products

*“You can have anything you want in life, if you are willing to ask a thousand people” – Byron Katie*

By the end of this module, you will learn:

- Sales Techniques For Digital Products
- Story-telling, and copy creating
- Webinars

The root of the word ‘sales’ comes from the word ‘serve’. Think of sales as service, and serve EVERY single day <3

It is not a ‘do-to’ process, it’s a ‘do-with’ process. How are you leading your clients on a journey?

### Always ASSUME The Sale

Confidence is ESSENTIAL going into this. Confidence is simply a state and so can be created easily and instantly. I’ll show you how below.

This means you have to assume the sale before meeting with your client. If you wait for feedback from the client to begin assuming the sale, you’ll be waiting a very long time.

### Five ways that you can assume the sale:

1. Sell a product that you believe in and are confident about- work on improving it if you don’t L-O-V-E it
2. Visualize the end result. See the clients LOVING you and rolling in.
3. Say affirmations to yourself - feeling the high vibes, knowing YOU ARE THAT GIRL. Call on your sasha fierce if needed
4. Use techniques like EFT or calling on a past confident state to eliminate doubt and install confidence
5. Practice going through the sales steps with someone you know or in front of a mirror and practice ANY situation that could come up so you know what to say.

**Remember this is a CONVERSATION between 2 people. Be yourself, believe in the value you bring, and the conversation will flow naturally. It will ALWAYS come from the feeling you have, and the feeling you transfer to the people who you are helping.**

### There are always 2 Sales Happening

You are selling the product, your clients are selling their limitations.

That they can’t do it, they don’t have the time, they’re not good enough.

If you sell to them, it's a win win. You're helping them commit to a bigger dream, to making their dream life a reality.

If they sell to you, it's a lose-lose as they will continue to flail and hold themselves back, believing their limitations and never moving forward.

### **Evoke A State Of Confidence**

Confidence is essential in succeeding in sales. You should have a feeling of winning. A feeling that everything that you want is coming to you.

**You can evoke this state at any time.**

How to evoke a state you need to get things done. Close your eyes and think about the last time you felt that state.

### **HOW TO:**

For example, if we are talking about confidence, think about the LAST time you felt confident. When you can picture and remember that experience, float into your body, feel what you felt, see what you saw, hear what you heard, and that will help you increase your confidence.

Do this as often as you need to raise your vibe.

When you are on a call, remember:

The words are not important. It is your INTENTION.

How do you feel? Do you feel like your stuff is the SHIT? Do you feel like it's going to help and impact people's lives? Do you believe in the person on the other end

You can meet someone who is super nice and say 'she is a way of sunshine' and actually meet it.

### **OR**

You can meet someone who is 'not so nice' and say those same words, but not mean it.

It's ALL unconscious. The person on the other end can FEEL it. It's magic.

You NEED to buy into it first, for the client to buy into it after.

You can be saying one thing to someone's conscious mind, while saying something else to someone else's unconscious mind. It's important that you're feeling good and confident as you go into your calls, or any conversation with your new potential client.

This is a trick I learned in my NLP course: One of the most COMMANDING tones in the human language is when the syntax is of a question, but the tone is of a demand. It allows you to bypass the subconscious mind.

**You are the leader, YOU set the tone.**

**Say those positive affirmations to yourself every single day.**

## **SALES TECHNIQUES FOR DIGITAL PRODUCTS**

Selling Digital Products is a huge space. Compared to physical products, these digital items aren't tangible in nature. Some commonly sold digital goods include: Webinars, Video training courses, Exclusive podcasts, Music tracks, Photographs and many more. This could be selling Course, this could be selling E-Book, this could be selling anything that is digital. Anything that you don't physically have to talk to someone to sell it. There's no right way, or wrong way to sell digital products. There's a lot of different ways that you can do it. The great thing about selling digital products is that you don't necessarily have to spend your time to trade it and earn money because you can turn your business into an online platform. A money generating machine.

With digital products, it really becomes a numbers game. Sales in general, is a numbers game because you know obviously that the more people who know your name, the more people who you get in front of, the more people who you talk to, the more you're gonna sell. It's just plain and simple.

### **Building your email list.**

In order to make sales for your business, it is essential to put a focus on growing your email list. You need to get in front of many people for you to start selling your product. Building your email list is essential in everything that you do. Your number one priority should be building your email list because that email list is GOLDEN. The people who are on your email list is yours forever. It is your undying source of potential clients.

In building your email list, you should not build it with any old product or any old freebie. The best way to build your email list is through offering a freebie that is almost like 10% or just a small portion of what your core offering is. You need to help them see that they will get a lot of value from signing up. Once you know that people are on your email list, you can sell to them over and over and over and over again.

### **Grab people's attention**

People's attention is worth a lot of money. All the social media apps that you're on, they are programmed to get their attention. Attention is very valuable, so think about it when you're showing up

on live. Have fun with it, be excited about it, make it interesting. Make yourself memorable and make them come back to you. You're different than anyone else, you have a story that's different than anyone else. There are people who will never resonate with your competition. You have to show up and you have to share it in your exact way and give away value so people actually know what you're talking about. If you want to make money, the only way to make money is from another human being. So, you need to be in front of as many human being as possible, that means being strategic in your social media, showing up online, or maybe trying to get press. Getting your customers attention should be one of the first things that you should keep in mind.

## Positivity

You need to see your services or your products as a way to serve and help people who need what you have to offer. You need to figure out what is the right way to do it and you will save them a lot of time and energy. Always assume that people will need it. Always assume that someone will want it because whatever you expect to happen in life is going to happen. If you'll expect that you'll gonna get clients, you will get clients. If you'll expect that someone's not gonna like you, someone's not gonna like you. Whatever you're thinking about is the energy that is radiating from yourself. Whatever you are thinking about you're radiating out of you. If you're focusing only on failure, that is what you will see in your reality, in your paradigm. If you are focusing on people loving you, accepting you, thinking that you're awesome, wanting to be around you, wanting to help you, wanting to support you, that is what will happen in your life.

Not everyone has to like you, not everyone has to like your story. You're doing it for the people, who need you, who like story and you have to think the same way. Don't worry about the people who might not be interested.. There's bazillion of different places that they can follow and they can go. Focus your energy on getting in front of the people that need you, that need your story.

## Overcome your FEAR

To overcome your fear, you need to provide the best content. Provide the best transformations because when you are scared, you're not helping anyone. You're not helping yourself. So why live life out of a place of fear? There's nothing to be afraid of. Just remember, sell a product that you love and believe in. Visualised the results, visualize the money coming into your bank account and people saying thank you, I love this product, it's amazing. Say positive affirmations to yourself. I am a magnet for money. People love to pay me. I offer incredible value to the world. I am confident. I can create amazing transformations. I can help people to get what they need for my program or services. Don't let your fear of what could happen make nothing happen.

## Webinars

Creating a webinar can be an incredible way to grab the attention of the people who you want to help and serve, and sell your products.

Webinars can be used as a 1-time way to sell a product or service, or you can put it on rinse and repeat to sell over and over again using tools like [Ever Webinar. | Use this link to get a 60 day trial for 1\\$ |](#)



When you're setting up the process for your webinars, there are a few things you'll need to do.

## Create a landing page to entice

You'll need to create a landing page to sell people on the benefits of your webinar, and let them know about all the incredible things they will learn when they sign up for your webinar.

Here's an example of one of my Webinar landing pages:

Key things you'll want to have on a webinar landing page:

### 1. Enticing Title

Use a title that lets people know exactly what they will get when they sign up for your webinar. Ensure that they can see that it will be valuable for them, and help them create a specific outcome.

Example webinar titles:

- “How to launch your first online course in 30 days”
- “3 Keys to boost your energy, and eat clean effortlessly”
- “Meditation Secrets To Master A Success Mindset”

You can choose the topic you want, but make sure you're EXCITED about it, and the result for the viewer is tangible specific and actionable.

People are VERY busy, so when someone takes the time out of their day to watch your webinar training—take that very seriously. It's hard to get people's attention on that level, so take it seriously and make sure that you really sell them on the title of your webinar.

Even though it's 'FREE' you're in a constant battle for people's attention so you need to make sure that you 'sell' people on the fact that they should spend this time with you, and stay until the end of your webinar.

### 2. Jot Notes On What Your Webinar Will Be About

If people find the title of your webinar exciting and enticing, they'll continue to read more to find out if it's the right fit for them. This is where you want to add a couple of sentences.

Just below the title of your Webinar, add a few jot notes to explain in further detail what your viewer will get out of your presentation. You can add things in like:

“You'll learn.....

“You’ll discover....

“You’ll get 3 secrets to...”

Think about what the real benefits and learnings are of your content and use this as you craft your jot notes for the program.

### 3. Email Contact Form

Of course, this is the most important part of your webinar sign up page. There needs to be a form on the page so that people can input their email, and you can keep in touch with them to tell them the details.

You can use tools like lead pages, forms that come with your square space website, the ones that come with mailchimp or tools like Thrive leads to collect emails and grow your list.

**\*Note: Once someone new joins your list, you will have to create automated emails that send them details on the upcoming webinar and get them excited to join the webinar.**

## Planning The Content Of Your Webinar

Webinars > sale > email automation > SENSE OF URGENCY

Before you plan your webinar, there’s a few things you need to know:

- What your offer is
  - An outline of all of your components of your offer
  - The benefits of all the components of your offer so that your viewer can see how they can use your offering in their own life
- What your fast action bonus will be- you’ll want to offer something special on the call that is only available on the live call (or available for a limited time after the call)

Read through the sample outline below, and make notes on your ideas for your webinar before so you know all the components of your webinar.

**Here is a great sample outline to follow as you plan for your upcoming webinar:**

[Welcome]

Welcome people into the room

- Say hello to everyone who is entering the room- get excited that they’re there
- You can ask people where they’re from and what they’re hoping to gain in the webinar
- Share what you’re excited to talk about and build anticipation

[Hook Until The End]

Tell them what you're going to be talking about and how it's going to help them achieve X result

- Let them know how amazing and high value what you'll be talking about today
- Share with them that you'll be offering a special bonus that you'll be revealing at the end and is only available for people who stay live on the call
- To do this, you can say something along the lines of " If you stay until the end, I'm going to show you exactly how to ..... || Or that they will receive a special prize or gift....."

[Command Attention ]

Share that you are about to share very high quality content, and that you might talk fast, so it's important that they take this time for themselves, and focus on taking what they can from this lesson.

- Remind them to close their phone
- Remind them that when they allow themselves to focus on the content in front of them, they'll open up their mind to be able to come up with creative ideas. Those ideas that might change their life

[ Share Something Interesting And Groundbreaking ]

Here, share something that will shift the current trance they are in. This is known as a pattern interrupt.

- This can be something funny, or something that shocks them a little and helps them to realize that their life and situation can be different.

[ Qualify Yourself ]

At this point, it's a great moment to introduce yourself, and share with them who you are.

- Share who you are and your title/ elevator pitch
- Share your personal story
  - Share where you started your journey, and how it relates to where your target client is now, and then share how you were able to start overcoming something tough to learn an important lesson and find success- some of which makes you credible to teach what you are going to teach this day
- Share some of your successes, and show your audience how you have attained an outcome that they want, which makes you perfect to show them the way
- You can even share how you learned the hard way, through trials, errors and bumps, and you're here today to show them an easy way

[ Future Pace]

Help them see their new imagined future by helping them create a picture in their mind of the life they want. Align it to the outcome that your products and services help someone achieve.

- For example, if you were helping people have more energy through a specific diet and health regimen you can say something like “Imagine waking up in the morning and feeling sully charged up for the day. Imagine if you easily got back to the size you wanted to be, and were inspired to go to the gym because you had endless energy. And imagine that you were able to get more done, with a heightened sense of focus so you would have more time with you friends and family”
- Essentially, in this section you are aiming to help your target client HEAR, SEE, AND FEEL their new reality.

### [ Get Them To Believe ONE CORE THING]

Decide what the ONE CORE THING you are getting people to believe is.. The rest of the learnings you share in your training are going to break down beliefs that don't align, and build them back up to teach them something amazing and new, and help them believe in the core thing you are showing them.

For example, the core thing you can have them believe is something that you truly believe, which is why you are creating this training.

Examples of things you can help people see is true is:

“ You can make money and live a life on your own terms”

“ Even if you've tried to lose weight before and it didn't work, you can do it”

“It only take a simple shift to make \_\_\_\_\_ happen”

### [ 3 Main Points of Your Training]

It's a good idea to have 3 and no more than 5 main pillars of your training. People have VERY short attention spans these days, so don't expect people to stick around much longer than 40 minutes. I think it's better to go deep on 3 topics rather than surface-level on a ton of topics, leaving your viewer lost.

In each training area, break down something that they USED to believe is true, and state the new truth that will help them get to where they want to go, and then in your training show them how this is true.

By breaking down old beliefs, you establish deep trust with your audience and show them how you are on their side.

### [ Transition To Product Offer]

Now you are sharing your offer, so it is important to offer a smooth transition and give yourself the opportunity to show your audience how your product and services can help them. You've just spent a lot of time offering FREE and valuable content, so it is OKAY to share your paid offering. There are people who will watch until the end of the training and be in LOVE with the content you shared, and wonder how they can take it to the next level with you. You can share your paid offering for as long as you want.



Give yourself at least 15 minutes to do this. It's important if someone is going to purchase something, they know what they are buying, so you want to show them step-by-step what they are getting.

[Initial Transition]

There are so many ways to transition to your product offer, but a popular one is the 2 choices transition.

To do this, you would end off your webinar saying something along the lines of.

Wow, that was a LOT of information. Type in the chat box what you thought of it. Did you love it? Did it help you?"

At this point, you'll see YES YES YES in your chat box of your webinar or live stream.

"Now you have two choices, you can take this training and try to figure it out on your own. The issue with doing this is you can make a lot of mistakes, get serious problems trying to figure it out on your own, feel alone in your journey and likely make a lot of the mistakes that I did along the way.

Or...you can get access to a proven step-by-step system that I've created just for you, so that you can get \_\_\_\_\_ results like I did.

I know how hard it can be doing it all on your own, I made mistakes like \_\_\_\_\_ which is why I created [NAME OF YOUR PROGRAM] to make it super easy for you.

By doing what I'll show you I achieved [SHARE YOUR INCREDIBLE WINS THAT YOU WANT TO HELP THEM ACHIEVE]

[ Share The Details Of Your Offer]

Now you want to go through EVERY-SINGLE area of your product, and show EXACTLY what they'll get. Remember- people are PAYING for this, so they want to know what they're getting. It's a GOOD thing to spend time on this section.

Think about it, would you go to the store and buy a pair of jeans without trying them on? What if there's no refund policy?

Exactly.

Your customers and clients are going to want the opportunity to 'try it on' and get all the details to find out if the product and service is perfect for them.

So what can you do to make your viewer know that it's right for them?

- Show screenshots and images of your products
- Share exactly who it is for
- Talk about the results they will get or the obstacles that they will overcome
- How they will feel

- What kind of materials they will get (Workbooks? Videos? Weekly live calls? Planners? Graphics?)

Help them TRY THIS ON and make the right decision for them. At the end of your pitch, you will also want to answer questions.

Now this part is ESSENTIAL

You must explain every single component of your offer. Remember, if people are going to buy, they need to know what they're getting.

So if your offer has 5 modules, break down what they get in EVERY single module and the value it has for example.

"Module 1: How To Set Goals For Your Life (Value of \$500)

In this module you will learn:

How to find your true purpose

How to create an outline for your life

How to plan out your day so you create time to make your goals become a reality

How to imprint your goals in your life"

Continue doing this for 3 modules and then do a round up.

So for example, after I told you about 3 modules I will say

So in module 1 you get \_\_\_\_\_ - a value of \$500, module 2 you get \_\_\_\_\_ a value of \$300, and module you get \_\_\_\_\_ - a value of \$400. So in module 1-3 you're learning how to \_\_\_\_\_ for a value of \$1200.

Then you continue to share the rest of the program, and every 3-5 modules you do a round up. The reason for this is that people tend to only remember the last thing you said, so by doing a round up they can truly see the incredible value you offer.

Then when you get to the end of explaining everything in your modules, name out the titles of ALL the module, tell them what the value is if they add up the value in ALL the modules and then tell them the price which is likely going to be much lower than that.

SO for example "If you were to add UP all the value you're getting, this course would be 11,000.

However, because I really want to help you achieve this outcome, and make it happen in your life, you're going to get it today for only \_\_\_\_\_ [YOUR REAL PRICE OF THE PRODUCT]

[Share Fast-Action Bonuses]

Now, on your webinar, it's a GREAT idea to offer fast-action bonuses so that you can encourage people to be motivated to take action. If they watched to this point, they are likely interested in what you have

to offer, so you do have the right people on your call. It's just a matter of getting them to take that step and invest in themselves.

As humans, we are programmed to take the path of least resistance, but that usually doesn't work out well for people because they don't take the action to go after their dreams and end up deflated.

It's your job to motivate them, and believe in them that what they want is truly possible, and a fast-action bonus is a great way to get them to take action.

A fast action bonus is something you can offer on your webinar and people can ONLY get this bonus if they purchase your program while they are on the webinar LIVE or within a small time-frame (like 24 hours)

Examples of fast-action bonuses are:

“Sending them a physical book or mug”

“Offering a BONUS course”

“Offering a BONUS coaching call”

### **[Question and Answer Period]**

There is one VERY important thing I want you to know about sales- When someone asks a question about your product or service, it does not mean they are skeptical or judging you, it means they're interested.

Often an objection like “How do I know this will work for me” or a question can scare new business owners and make them feel inadequate. Quite the opposite.

When someone is asking question, that means they are REALLY interested. They are ready to buy, but before they put their credit card information into the system, they want to feel safe, secure, and that you as the promoter have their best intentions in mind.

Do you? Perfect.

Then make them feel that way. Answer all the questions, and do not feel like you are under fire. Just realize that when someone is asking a question, they are trying to get a deeper understanding of your offering and if they will get the outcome they are looking for. Be kind, upbeat, and motivating as you answer questions. If someone asks about something that is a good idea, add it to your notes as something to add to your program. Your potential customers are the best people to help you create a kick-ass program because they are the person you are aiming to help, and when you can solve their problems you can guarantee you'll have happy clients and customers.

Believe in them, believe in your program, and believe that YOU can help them get the results they want.

Remember to be EXCITED and upbeat about what you're talking about in your webinar. Your excitement will spread like wildfire and people will see how excited you are, and that feeling will be contagious.

[Use the webinar replay]

Remember, once you are done your LIVE webinar, you can use it again and again. Edit it to reflect the current fast action bonuses and make sure there are no specific dates mentioned and you can post this webinar up and use it again and again to sell your program so you can run your business on autopilot!

## Trip Wire

Building a relationship with you client is not easy. Your first step should be to make a simple and affordable offer with amazing benefits. It's allowing them to purchase a certain course for just \$20 and they feel like they got \$100 worth of value. That's how they will start to trust you. They'll start to like you because of the high-quality stuff that they got from you. Doing this will help those potential customers overcome their fear of buying from you and gain trust. This kind of technique is what we call Tripwires. People who purchased tripwires were 10 times more likely to purchase the entire core that you are offering. With a tripwire, delivering value for a little bit of money creates an association for the buyer. Your clients will think that if they'll spend a bit of money, they'll get a bit of value. If they'll spend more money, they'll get more value.

## Creating Your Tripwire (Also called a one-time offer)

A tripwire ( or OTO) is a small 7\$-40\$ impulse buy product that you can use to turn 'browsers' into first time customers in your business.

How it works is, when someone signs up to join your email list after signing up for your freebie, they typically are sent automatically to a 'thank you page'.

The main difference when you add a tripwire to your sales funnel is that instead of sending your new subscribers to a 'thank you page' you instead send them to a sales page for your 'one time offer'.

On this page, they will receive a message letting them know that they have an offer to make

You want to create EXTRAORDINARY value.



When I create a tripwire, if I am selling a product for 9\$ I give over \$100 worth of value. Why? Because I want to set a positive precedent with my new customers. I want them to know that whatever they purchase from me, they are getting 10x the value.

If someone has a good first time purchasing experience with me, they're much more likely to become a future customer. And I find that this is constantly the case.

Someone will buy my 9\$ tripwire, which is my course called "The 5C's of Creating Consistent Income" then they will move on to my membership site, and after that they will often buy my high-end courses, or coaching.

They will also be the type of person who rants and raves about how amazing the Collective is- they share my message because they love the energy I put into the work I do.

It's up to you to choose what you want to sell as your tripwire, just make sure it is:

- Of high value to your target client
- Is not in competition with your other products, but is complementary
- Would naturally progress to the client purchasing your other items after

Types of content you can create for your tripwire:

- A video training
- A PDF e-book
- A PDF checklist
- A PDF how-to guide

There are a few key components that make the tripwire a powerful selling tool:

- **An amazing 'deal'.** Everyone LOVES a great deal so when they find that you're offering a product that would usually be sold for \$100 (or whatever) and you're selling it for only 9\$ (or whatever) then they will feel that sense of fomo to take action or miss out on this offer forever.
- **Sense of urgency.** Again, putting that countdown timer of 10-15 minutes on your page will give people enough time to go hunt down their wallet, but not so much that they can lolly-gag around

Here's a great outline to follow when creating your sales page for your tripwire.

Line 1: Let them know their free training is on the way

Line 2: Let them know that you have a really special offer that is only available one time- FOREVER

Line 3: Either Ask Questions to see if they're the right fit like "Are you struggling with....." "Would you like to learn how to....."

AND/ OR

Straight up introduce your product



(REGARDLESS- Introduce your product here)

Line 4: 3-4 jot-notes on what the transformation is that your clients will get from your product

Line 5: How their life will change when they've completed the course and did the work

Line 6: Tell the VALUE, the usual selling price, and the current fast-action selling price. Then add in a check-out button.

Line 7: Create jot-notes going deep on what the client will learn in your product

Section 8: Sales Button (optional)

Here's an example of mine that converts



YES  
FREE, FULFILLED

*Affluent*


Howdy, YES SUPPLY INC.  

Your FREE gift is on it's way to your inbox.....


BUT WAIT...Before you go running off  
to your inbox with excitement, I have a  
very special offer, that's only available  
right now.

You must act fast.

Leave a message 

Leave a message 



Leave a message 

The course that shows you  
how to go from BIZ idea to  
creating 10K months....

Leave a message 

YES SUPPLY  
THIS CONTENT IS FOR MEMBERS-ONLY



YES  
FREE, FULFILLED

*Affluent*



Leave a message



- Discover 15+ ways to monetize your business using active + passive income streams ( and my top-secret tools to implement these strategies)
- I'll show you what every website needs to work hard for you (instead of the other way around)
- I'll show you how to build a community around your offering and create a solid plan to continue your growth and maintain a consistent income
- With these 5 video trainings, you'll also receive BONUS workbooks to help you work through the course, and implement as you go to see huge changes in your business (even if you're just starting out)

Leave a message



If you've been WONDERING how to take your business idea and  
FINALLY get it off the ground with my favorite tools, techniques,  
and strategies for creating 10K months, even as a new business  
owner then THIS is the course for you.

This course has a value of \$500 and is USUALLY sold at \$97, but if  
you buy in the next 15 minutes, you'll get this special discount- for  
action-takers only.

Leave a message



*This offer expires in:*

<input type="text" value="Your first name"/>	<input type="text" value="Your last name"/>	<input type="text" value="THRIVECART"/> <input checked="" type="checkbox"/>
<input type="text" value="Your email address"/>		<input type="text" value="Today's payment"/>

YES SUPPLY

THIS CONTENT IS FOR MEMBERS-ONLY



YES  
FREE, FULFILLED

*Abundance*

used to complete that transaction:

16-digit card number CVC

12 December 2018

Grab It Before It's Gone

100% safe & secure

thrivecart

© 2017+ ThriveCart  
Affiliate ID: 39792011

( Normally Sold at \$97)

Over 5 video sessions, I'll be breaking down what you need to become a master of your business:

Creation • Understand the many ways you can create PASSIVE and ACTIVE income in your business, and get my exact tools, softwares and strategies to implement the right ones for YOUR freedom-based business

• Clarity • Create CLEAR CUT Goals For The Income Levels You Are Going To Hit Every Month In Your Business, And Understand Exactly How You Will Get There

• Central Hub • Set Up The Systems That You Need On Your Central Hub To Scale Your Business + And Create Sales and Growth On Autopilot

• Community Building • Get My Favorite Tools, Tips And Strategies That Have Helped Me Grow A Community Of 30,000+ And Get Featured In Incredible Platforms Like FORBES, NYLON mag, and more.....

• Continuity • Know What Actions You Need To Consistently Take So You Can Hit Those 10K+ Months Consistently

YES SUPPLY

THIS CONTENT IS FOR MEMBERS-ONLY

## Thrivecart

In selling digital products you'll need a way to process your customers' payments. In order to increase the sales conversion of your website, you need to catch the attention of your customers from the moment they opened your website until they process the final payment. Buyers are enthused to buy when they can customize their orders by availing promotions and discounts. One of the Check-out cart software that I'm currently using is ThriveCart.. They offer buyers the convenience of easy shopping from the simple clicks to customization and availability of different payment options. This software always my client a chance to upsell their products and get awesome discount.

## Flash sales

You can use flash sales to to have a little cash injection in your business by promoting discounts. Clients more likely to grab your offer since time is limited and huge discounts are given. It's like a run-of-the-mill promotions. They will be thrilled and impulse buying will start to happen because the time limit and limited availability entice clients to buy on the spot.

## Sense of urgency, doors closing

Add a sense of urgency. If there's a date where the course closes or there's a date where the sale ends or there's a date where they can't get it anymore, make that known because with that sense of urgency people will want to take action. Even more people have ultimate FOMO, so if they feel like potentially soon they won't be able to get that thing that they want it makes them want it even more and that's what you want. You want to encourage people to take action because if they feel like, oh I can come back and get it later they're gonna decide to come back and get it later and they're gonna completely forget about it. Don't be afraid to tell people about it because it's that sense of urgency that actually makes them pull the trigger to go ahead and get your product.

## Creating Your Email Automation

Now that you have a NEW amazing target client who LOVES what you have to say by signing up for your freebie, it's time to make them SOOO happy they joined your list.

AKA it's time to send them more messaging to help, inspire, motivate and offer value.

Your email automation that you send out when someone first joins your list is the perfect opportunity to let them get to know you better too.



So when someone signs up for your list, you want to create an ‘automation’ that will automatically send them a series of emails so that they can get to know you, what you can help them achieve, and past successes.

YOU get to make the rules of what you put in your email automation.

Your business, and your list is ***YOUR party***. How would you invite and welcome someone to your list, make them excited to be there and offer them value? How would you offer value and make them trust you?

How would you make an imprint in their mind so that they want to share who you are and what you do with their friends and family?

---

---

---

---

---

Ask yourself, why am I signed up to the email lists that I am, what keeps me coming back and opening up those emails?

---

---

---

---

---

---

Is it because they’re fun? They’re entertaining? They inspire me to be a better person? They teach me something?

Keep these things in mind as you create emails to your new community members.



## Email #1: Welcome + Introduction

In your first email, you'll want to welcome this new member of your community and give them an idea of what they've signed up for. Tell them about you, share your personal story, and inspire them. Make them really happy that they have discovered you, and excited about what you have to offer.

If you have created a freebie-opt in, this is the place where you will also want to drop in a link for them to click and access it.

At the end, ask them a question and tell them to 'hit reply' and give you an answer. This will give you the opportunity to start a conversation with them, and help them see that you care and you're there for them.

***Additionally, when someone hits reply to your email, it tells the email automation servers that you are NOT spam, which will help you boost your email deliverability rates!***

Now, there are a number of different ways that you can create your email automations a.k.a your sales funnel. There are sales funnels for group coaching packages, courses, trainings, ebooks and membership sites. There are endless different kinds of sales automations, but what we are focusing on in this course is sales automations to help you get a client on a discovery call with you.

Whatever you are selling, emails are an incredible way to do it. While you do not have control over your social media platforms, and the algorithms are always changing, you always have control over your email list.

You have to ensure that a big focus of your emails is to add value, to add worth.

If you break the trust of your audience, they will quickly unsubscribe.

So make sure your emails are worthy. That your audience will be excited to open them up and unveil them.

What secrets, treasures and inspiration can you share inside?

Here is a sample email that you can cater for your industry:



Sample:

Hey \*name\*,

I'm [YOUR NAME], the founder of [YOUR COMPANY] and passionate about helping [TARGET AUDIENCE] achieve [DESIRED GOAL]

\*Share your complete before and after story to relate to your audience\*

I'm so glad, you signed up for [NAME OF YOUR FREEBIE] you can click here to get it [INSERT YOUR LINK]

I'm dedicated to helping you with [WHAT YOU HELP WITH]

If you have any questions about [YOUR GOAL] hit reply to this email. I read all emails, and you can be sure that I'll reply to your email, or add your questions to upcoming content!

Take care,

[YOUR NAME]

PS: Join my free facebook group/ follow me on instagram/youtube/ etc for more [VALUE YOU GIVE]

---

***\*The reason we want people to reply to these emails is it is good for keeping your delivery rates of your email server high\****

## **Email #2: Create a value-adding email**

In this email, add some SERIOUS value to their lives. Take the topic of your freebie and ask yourself “How can I pack a serious punch of incredible insight, education, and

inspiration to have them coming back for more and always clicking the “open” button?”

I love to educate in my emails, and I provide content that my target clients are already looking for. I go back to my initial research (that you did in part 2) and create an email that answers a serious pain point that a client is struggling with.

If you can help them in an email, you’re creating an unbreakable trust, that will encourage them to sign up for your premium packages. Here is a sample email that you can cater to your own industry.

### **Sample Email:**

**SUBJECT LINE: How To [ACHIEVE DESIRED OUTCOME] in [REASONABLY SHORT SPAN OF TIME]**

Hey \*name\*,

If you’re struggling with \*insert pain point here\* I want you to realize that it doesn’t have to be this hard. I’ve been there too and I know exactly what you can do to overcome this.

\*Share your personal “before and after” story.

So here are 3 things I did to achieve this goal:

- Point 1- Give some insight and detail
- Point 2- Give some insight and detail
- Point 3- Give some insight and detail

So if this is an issue for you now, say no more. Try doing this and I know it will completely turn your situation around.

### **Email #3: Share a testimonial of someone who has worked with you**

In this email, create SOCIAL PROOF by showing an example of someone who has worked with you and absolutely LOVED what you have to offer. Aren’t you glad you did those free calls when you started this program?

## **Sample Email To Cater To Your Niche. Get creative and have fun:**

SUBJECT LINE: Want to [ACHIEVE DESIRED OUTCOME] like [NAME OF YOUR TESTIMONIAL] did? Read on....

Hey \*name\*, I'd love to introduce you to \*name of your past client, or someone you have served\* who was struggling with \*pain point\* and by working with me was able to transform and \*achieve goal\*.

Continue to share the story of how you worked together, how you helped her, and you can even include the testimonial from the client's mouth.

This adds VALUABLE social proof that shows your email list that you know what you're talking about.

At the end of this email, you want to add a STRONG and DIRECT call out to book a consultation call.

If they've now read 3 of your emails, they are drinking the koolaid- time to get the conversation going.

End the email with "And if you're like \*name of past client\* and you need a hand achieving \*target client's goal\* then head to \*your calendly link\* to sign up for a completely complimentary call with me. In this call I will show you [BENEFIT 1,2,3 OF SIGNING UP FOR A FREE CALL WITH YOU]

### **Email #4: Answer an objection of why someone would not need the service you have to offer**

Now, there are some people who might think that they don't need your help and can do it on their own. Of course, they can, but isn't it always easier when you have help, support and guidance?

If I had known about coaches, consultants, and service based business owners before I started, I could have cut down on the time that it took me to get where I am. I know that you're good at what you do, and you're going to save your future clients so much time, energy and help them get the job done right.

## Sample Email: Ready to save [ X amount of time] to get to your goal?

When you're working towards [CLIENT'S IDEAL OUTCOME] there are things that can get in your way and slow down your outcome.

- [POTENTIAL OBSTACLE #1- EXPLAIN]

- [POTENTIAL OBSTACLE #2- EXPLAIN]

- [POTENTIAL OBSTACLE #3- EXPLAIN]

If you try to [Potential reason why they might now hire help, like 'do it on their own'] then you're likely to [HIT A ROADBLOCK THAT DIY-ERS TYPICALLY FACE].

I know because I've been there...[TELL A STORY ABOUT HOW YOU LEARNED HOW TO DO A CERTAIN THING, AND IT MADE YOUR LIFE EASIER, OR ABOUT A CLIENT WHO TRIED TO DO IT ON THEIR OWN, AND EITHER MADE A MISTAKE OR YOU HAD TO CHECK IN AND HELP THEM]

If you're ready to completely uplevel and finally [GET THE RESULTS YOU WANT] sign up for a complimentary call where I'll show you how to [OUTLINE BENEFITS OF YOUR FREE CALLS].

=