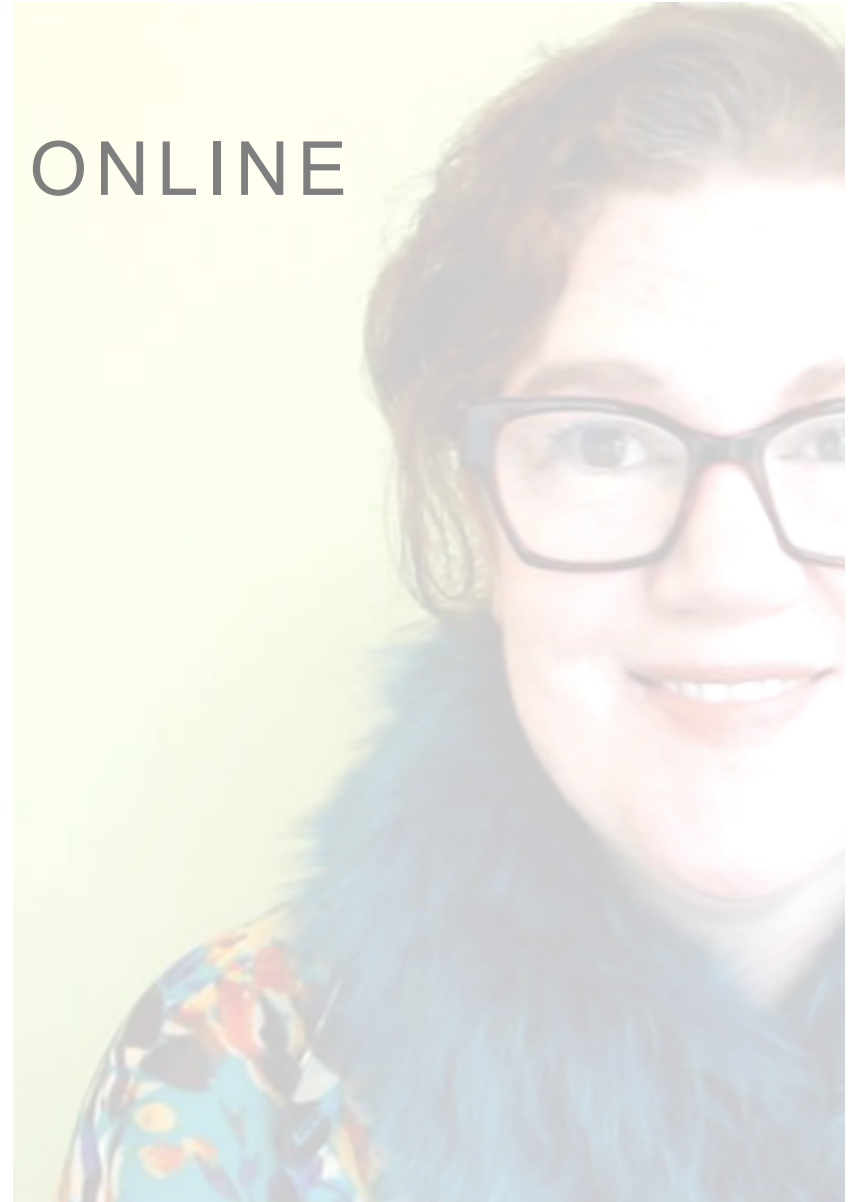


SELL MORE PRODUCTS ONLINE STEP ONE: YOUR WHO

PART ONE

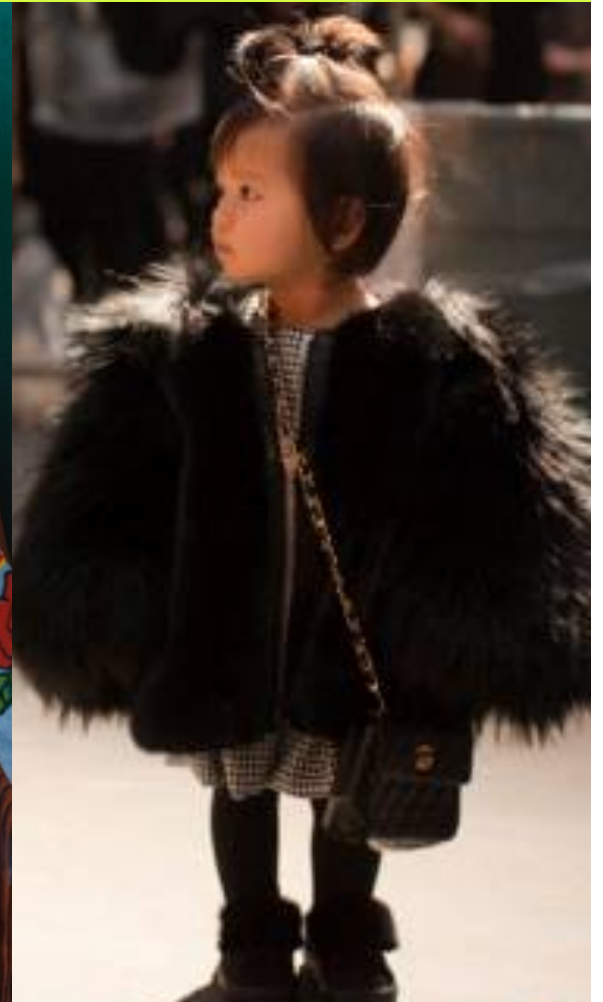


jane hamill



A profitable business cannot exist without deep knowledge about the ideal customer.

STEP ONE: THE WHO



IMPERFECT ACTION

STEP ONE: THE WHO

What we'll cover in Step One

- Why you started and why you STAY
- Your 3 step business assessment
- Rate your current and past customers
- How to determine who you MOST want to sell to
- Your Buyer Persona – *an ACTUAL person*
- “A woman walked into a yoga class...” exercise



STEP ONE: THE WHO

- 1) Watch the videos
- 2) Fill out the Workbook
- 3) Download the Handouts and fill them out



YOUR CREATIVE IDEA



YOUR CREATIVE IDEA



WHY DID YOU START?



WHY DO YOU STAY?



- You're still in your business for a reason
- What is it?
- Sometimes it's just easier to get a job?
- Why do you STAY?
- What's your mission / vision?

STEP ONE



- Do you believe that when someone uses your product -- wears your clothes, burps their baby with your cloth, uses the pillow you made, etc...
- ...that it enriches their lives in some way?
- How?

3 STEP BUSINESS ASSESSMENT

1) Profit Places

- A “Profit Place” is anywhere money flows into your business
- Where’s the money coming from?
- Where will it come from in the future?
- How many PPs should you have?
- What’s working and what’s not?




3 STEP BUSINESS ASSESSMENT

1) Profit Places - Example



3 STEP BUSINESS ASSESSMENT

1	 PROFIT PLACES						
2	EXAMPLE: You can change the headings to reflect how you sell.						
3	Online Sales	Etsy	Home Parties	Other consumer events	Wholesale to online Boutiques	Total	
4	Jan	1,988				1988	
5	Feb	2000		6000	2850	10850	
6	Mar	3256		3200	3260	9716	
7	April	3055			5544	8599	
8	May	4065				4065	
9	June	2345				2345	
10	July	997			2987	3984	
11	Aug	2377			5800	8177	
12	Sept	5400		6190	7933	19523	
13	Oct	3500		5822	2150	11472	
14	Nov	2100				2100	
15	Dec	4000				4000	
16	TOTAL	35,083	0	21,212	0	30,524	\$86,819.00

3 STEP BUSINESS ASSESSMENT

Where are you NOW and where do you want to go?

- Current profit places excel sheet
- Future profit places centers sheet
- PP example



“What can I NOT do?”

BUSINESS ASSESSMENT

2) Know your numbers

- What platforms you are currently using
- Your overall goal for each platform
- How often you post
- List the number of followers
- Email list assessment
- Keep track every month
- Be honest! This is not a test, it's just so we can understand the status quo



2. KNOW YOUR NUMBERS

STEP ONE

6 MONTH TRACKING SHEET FOR
MARKETING & SALES

SMPO

“SELL MORE PRODUCTS ONLINE”



2. KNOW YOUR NUMBERS

HANDOUT: 6 Month Tracking Sheet for Marketing & Sales



Month 1: _____

- _____ total sales this month
- _____ # of people on my list
- _____ # of email newsletters sent this month
- _____ # of solo emails sent this month
- _____ average open rate % of my emails this month
- _____ # of times I posted on my blog
- _____ # of unique visitors to my site this month
- _____ % of traffic that is converted into sales
- _____ # of FB fans
- _____ # of Instagram followers
- _____ Twitter
- _____ Pinterest
- _____ Snapchat
- _____
- _____

Other stats:

Notes: