

SELL MORE PRODUCTS ONLINE STEP FIVE

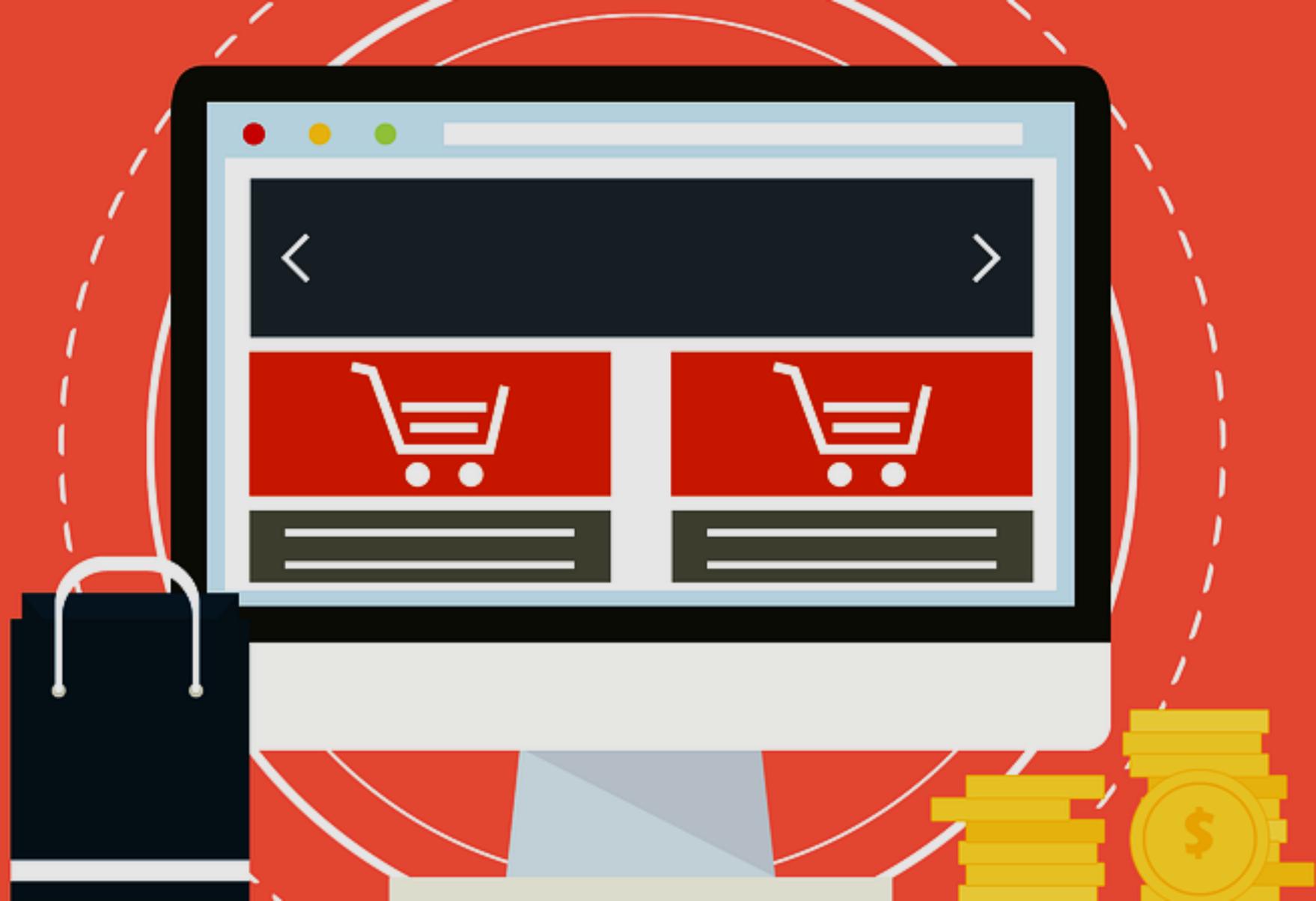
SELL THEM STUFF

PART 1



jane hamill





STEP 5: SELL STUFF

What we'll cover in Step Five

- What's working NOW
- Your marketing “triggers” as a way to sell more
- Increase conversions
- When someone lands on your site...
- Turning a lead into a paying customer
- Four parts of every offer
- Collaborations and strategic alliances (including scripts)
- Selling evergreen products vs. seasonal products
- Selling through email, social media, and offline
- Abandoned carts and what to do about them



STEP FIVE: SELL THEM STUFF

Keep in mind 2 things...

Take
IMPERFECT
ACTION
every single day



Have a simple plan and
STICK TO IT!

BEFORE WE START...

- What's working NOW
- Consider your product and your ideal customer



matiamubysofia
Aeropuerto De Madr...



LET'S REVISIT TRIGGERS

- If you haven't covered the "Triggers" section of this course thoroughly, do it first
- Your ideal customer will respond to certain triggers
- Someone else's customer will respond to other triggers
- What makes your customer tick?
- Scarcity? Newness? FOMO? Discounts? Thrill of the hunt? Community? Doing good for the world?



LET'S REVISIT TRIGGERS



STEP 5: SELL STUFF

- Limited editions
- Seasonal - McDonald's Shamrock shake
- Collaborations – Missoni for Target
- One-of-a-Kind Specials
- Bundling products (HUGE for me with blankets & apparel)
- Pre-sale (more effective if you have a loyal following already)
- ALWAYS offer a big enchilada package (I want it all!! BUY NOW button)



EXAMPLE: SCARCITY

Submit A Design

RIPT

Graveyard Artists Register Login Cart (0)

Today's Daily Designs Men's Women's Tanks Prints Exclusive Tees Phone Cases Vote Last Call

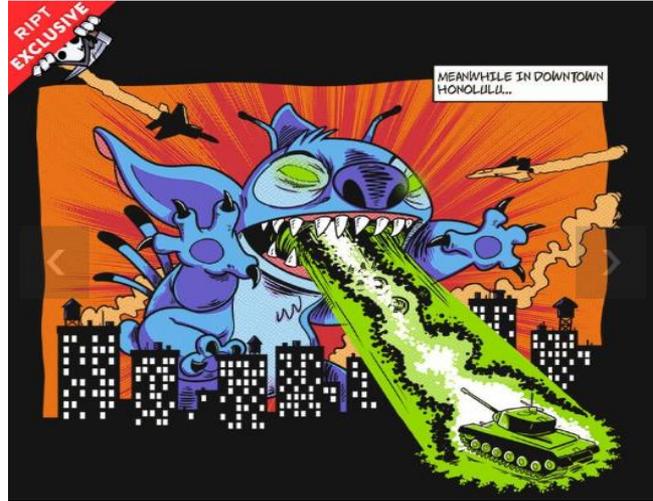
25% Off iPhone Cases

Available for: iPhone 6 iPhone 6 Plus iPhone 7 iPhone 7 Plus

TODAY'S DESIGNS
GONE FOREVER IN 14:58:42

Yesterday's designs
are still available!

LAST CALL



Processing request...

ENDS TONIGHT! ENJOY 25% OFF YOUR PURCHASE IN OUR SHOPS AND AT KATESPADE.COM WITH CODE **EVERYONE**. [SHOP NOW](#) ▶ EXCLUSIONS APPLY.

colorblock & kittens

(not to be confused with colorblocked kittens.)

[SHOP CAMERON STREET HANDBAGS ▶](#)



ENJOY 25% OFF YOUR PURCHASE WITH CODE **EVERYONE** ENDS IN:

08 : 51 : 31
H M S

SHOP NOW ▶

Exclusions Apply

kate spade
NEW YORK

NEW

HANDBAGS

CLOTHING

SHOES

ACCESSORIES

KIDS

HOME

GIFTS

SALE

BLOG

SEARCH 🔍

| clothing | view all | rosette bow alpaca sweater

◀ previous | next ▶



rosette bow alpaca sweater

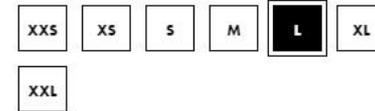
\$348.00

★★★★★ [read reviews](#) [write a review](#)

COLOR orchid frost



SIZE



T FIND YOUR TRUE FIT

[size guide](#) ▶

QTY



ENJOY **25% OFF** YOUR PURCHASE WITH CODE **EVERYONE** ENDS IN:

08 : 48 : 09
H M S

SHOP NOW ▶

Exclusions A

kate spade
NEW YORK

JACK SPADE

FREE SHIPPING AND NOW FREE RETURNS TO ALL

STORE LOCATOR HELP ▾

ACCOUNT

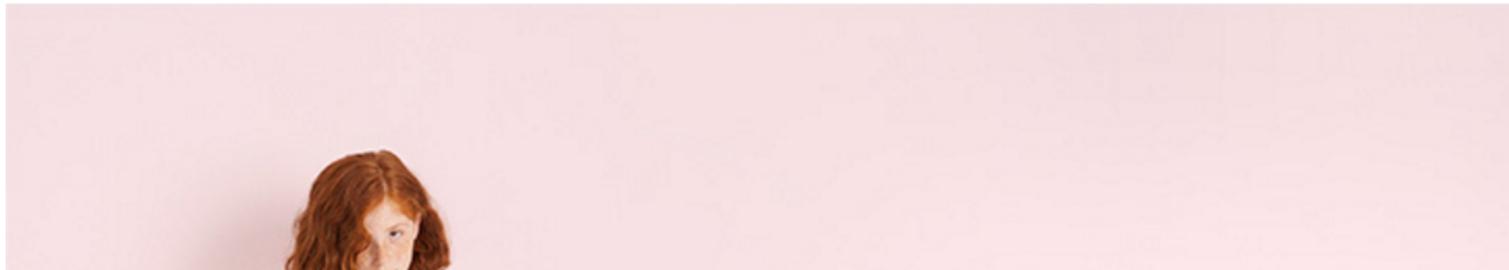

kate spade
NEW YORK

NEW HANDBAGS CLOTHING SHOES ACCESSORIES KIDS HOME GIFTS SALE BLOG

DS

LS (7-14)

DDLERS (2-6)



WHAT THE HECK – USE ALL THE TRIGGERS



InterContinental Tampa ★★★★★

Tampa, FL

1 person is looking right now
Last booked: 9 hours ago

P Parking

🕒 Bummer!
We just sold our last available room to another traveler.

Very good 8.4

244 reviews



TODAY
54% LESS
THAN NORMAL



Tampa Marriott Waterside Hotel & Marina

★★★★★

Tampa, FL

1 person is looking right now
Booked 4 times today

P Parking

Value Deal

👤👤 Double Room

In high demand – only 5 rooms left!
FREE cancellation – no prepayment needed

-54% ~~\$369~~ **\$169**

Very good 8.5

447 reviews

Select your room >

GREAT IDEA

- Justify your purchase
- Price per wearing
- Justify your trip! Conference [technique](#)
- Hey Mom, Grandma, spouse...



“PEOPLE NEED TO TOUCH AND FEEL IT”



TRY THINGS ON AT HOME + MEMBERSHIP

[HOW IT WORKS](#) [FAQ](#) [STYLE TIPS](#) [REVIEWS](#) [GIFT CARDS](#)

STITCH FIX

YOUR PARTNER IN PERSONAL STYLE

Clothing and accessories hand-selected by a personal stylist,
delivered to your door.

What is your dress size?

XS	S	M	L	XL	XXL
----	---	---	---	----	-----

[Need sizing help? Consult our Size Chart »](#)

[Interested in Plus? »](#)

[GET STARTED](#)



EXAMPLE: TRY THINGS ON AT HOME

WARBY PARKER EYEGLASSES SUNGLASSES HOME TRY-ON LOCATIONS OUR STORY

SIGN IN HELP CART

Fresh, seasonal colors (just for fall)

Starting at \$95, including prescription lenses

[Shop now](#)



Percey in Scarlet Tortoise
Casey in Melon

TRY THINGS ON AT HOME

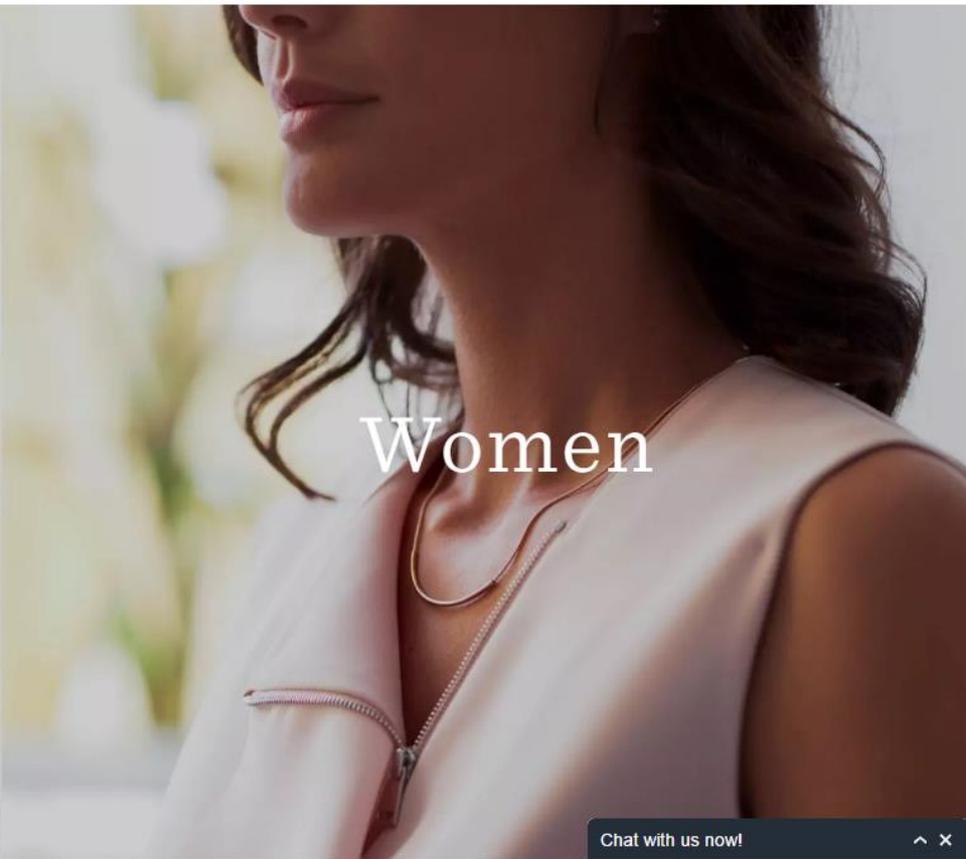
[LOGIN](#)

TRUNK CLUB

[MENU](#)



Men



Women

Chat with us now!



INCREASE CONVERSIONS

- Chat feature
- Your phone number in a PROMINENT place (NYT case study)
- Customer support services available
- Zendesk

