

# STEP FIVE

SELL THEM STUFF

A large, bold, bright green graphic of the letters 'SMPO' set against a dark grey rectangular background. The letters are thick and have a slightly rounded, sans-serif font style.

SELL MORE PRODUCTS ONLINE

## STEP FIVE

### Sell Them Stuff

#### What's working NOW

Many of your customers are focusing their attention on Instagram right now. (Check for the BONUS training on Influencer Marketing to get an overview of this strategy). In my experience with talking to DOZENS of creative entrepreneurs every week, a lot of products are being sold simply because someone wears or uses it on IG and links to your site. It flat out works.

While it certainly depends on your product and niche, I suggest you start with this strategy if it's a fit for you.

I'm going to keep it very simple...

The goal is to get people on Instagram to post a picture of them wearing your product (or using it) and talk about your site.

Yes, this means that you will give free products to people when appropriate.

Giving away products is usually cheaper than paying for ads. Content and blogging are a MUST for long-term success, and products on IG are a quick win + brand building.

Here's what I would do...

1) Send a direct message to the people you want to try the product. Let's say you make knit tops...

*Hey! I'm (your name) with (your company). I love your Instagram feed and what you're doing. I want to see if we can send you a free (your product) and if you like, feel free to post a picture of you in it.*

Then see how they reply. If they say...

*"Yes, send it, here's my address."*

If they just say yes and don't ask any questions, they are NOT likely to post themselves and they're probably just going to take the product and not post themselves wearing it.

If they don't ask questions, you can try to dig a little and see if they will go to a link and check out what you do and you can show them specifically what you had in mind.

That's it. I estimate that for every 100 DMs you send out, 10 will work out. If you get 15, you're crushing it. 5 would be a little low but probably still worth doing, depending on the audience of the person who posts the pic.

If you do this for 4 months in a row, you WILL see results. The cost is your time and the cost of the product, and shipping. Oftentimes this is cheaper than Google AdWords or Facebook traffic.

Of course, it all depends on the cost of your product and the ideal customer.



## Your Marketing “Triggers” as a way to sell more

What makes your ideal customer tick? What brings them to the point that they MUST buy?

Let’s revisit your marketing “triggers”. As you learned in Step Two, there are many different ‘triggers’ you can use when marketing and selling.

“I always keep an eye out for the 7 great emotional copy drivers in direct mail and email. They are: Fear – Greed – Guilt – Anger – Exclusivity – Salvation – Flattery.” Paul Bobnak, via [Quora](#)

More triggers are explained in [this article](#) from Quora:

- Scarcity
- Urgency
- Loss
- Trust
- Social Proof
- Pride
- Solutions
- Pandora
- Emotions
- Strategic Baselines
- Limit Choices

I’ll add to that with a few of my own:

- Reciprocity (free gift, free PDF, high-value content)
- Nostalgia (Pokémon is a perfect example – Pokémon Go uses nostalgia + modern tech to lure people in)
- Tradition (Lily Pulitzer, LL Bean, my Mom wore it, classic, preppy)
- Small commitment first: they subscribe to your email newsletter, they purchase a lower priced product
- Authority (expert status)
- Strong guarantee (Zappo’s free & easy return, risk reversal, 100% money back guarantee)

We discussed examples of Bed Bath and Beyond, Apple, Red Bull, etc.

Jane example – jewelry in my retail store... No matter WHAT I did to mark down jewelry, it still didn’t sell well. Price reductions were NOT a trigger for my customers. They shopped with NEW and COOL in mind, not price.

GREAT article about cookies (yep, and a study re: scarcity):

<http://www.referralcandy.com/blog/hurry-stocks-last-13-examples-scarcity-principle-used-marketing/>

What triggers do you feel your ideal customer will respond to most?

List them here:

1)



2)

3)

## Increase conversions

- Chat feature example: <https://www.trunkclub.com/>
- Put your phone number in a prominent place
- Zendesk customer service: <https://www.zendesk.com/>
- Zendesk chat

## Innovative ways to sell

“People need to try it on...”

## Your sales funnel

What are you doing to bring prospects in and where are you leading them?



## Turning a lead into a paying customer

Someone lands on your site...

What next?? What are the options for them? They can buy now, not buy, etc... What's the FLOW for YOUR site?

- If they're interested and they DON'T buy
- Entice them to sign up on your email list
- Give them a REASON to do it

- Trade them something
- IFO – Freemium – Freebie offer – first order discount (\*\*watch the EMAIL / IFO video for more info)
- Keep in touch
- Create the relationship – KLT factor
- Sell to them in the future
- Close the sale later, via email
- You can also use retargeting (more advanced strategy)

## SOMEONE LANDS ON YOUR SITE



## Four elements to any offer

1. Attention Getting Headline
2. As close to an “Irresistible Offer” as you can get
3. Urgency / Scarcity – or another reason to act immediately
4. Direct and clear CTA – tell them exactly what to do next

## Best practices for offers

- Dollar amount vs. %
- A confused mind never buys
- Half off vs. 50% - or even 60% off
- Value added
- Cosmetics industry
- If you’re discounting, you MUST give a reason for offering a discount or deep sale
- Even a “lame” reason is OK
- People are skeptical



## Strategic alliances and collaborations

Your INDIRECT competition. Brands and people who share the SAME customer as you do but sell a different product category.

Outreach:

- Keep it brief
- Make it clear you understand what they do (you have done your research)
- You don't need more than 3 – 5 alliances for an entire year so start slow
- Date before you get married
- Don't commit to a big thing, start with a guest post or email cross promotion

How do you reach out to these companies? Keep it simple with a quick email.

### Example #1

Possible subject line: What you're doing is very cool

Hi \_\_\_\_\_,

I'm a big fan of your work and love the way you (list something specific you see that they do). I think we share the same type of customer but we certainly have different products. I wanted to talk to you about ways I might be able to help with your business and help you get more customers. If you'd like, we can get on the phone and brainstorm some ways to make more sales together.

Have a great day!

Your Name

Link to Website

P.S. If you'd like to schedule a quick phone chat, just hit reply and let me know a few days and times that work for your schedule.

### Example #2

Dear \_\_\_\_\_,

Melissa \_\_\_\_\_ of Columbia College Chicago forwarded me your info. I absolutely LOVE what Maker's Row is doing!

I am the founder of Fashion Brain [Academy](#) and I help fashion designers start, fix or grow a business through online courses and mentoring. I focus on the business side of things with entrepreneurs and a big hurdle is finding manufacturers. I also work with the Chicago Fashion Incubator as the Director of Design Education. Your site is a godsend for emerging designers and I'd love to talk to someone in your company about collaborating. I am so excited I found you guys!

Please let me know what you think and if you want to book a phone call to connect.

Sincerely,

Jane



Dear Jane,

Fashion Brain Academy sounds awesome, and I think that Maker's Row would be a great addition to the work you are doing with emerging designers! Would you be available this week for a conference call with the founders of Maker's Row, Tanya and Matthew?

Best,

Name

### Examples

- Jane and the fabric rep
- The jewelry designer with the clothing designer
- Bag company with national Bile week
- Jane
- Jane's client + *the band*

What's the benefit to a brand?

- Cross promote
- Share the love
- Because you already have a relationship
- Honestly want to help
- Access to a new group pf customers
- The more the merrier
- Affiliate income (affiliate tracking tool: <https://www.shareasale.com/>)

What stores, companies, brands, people, etc. could you possibly contact to form a strategic alliance with? List them here and explain WHY they could be a fit and specific ideas for a collaboration.

1)

2)

3)

4)

5)

6)



## Selling evergreen products vs. seasonal products

Especially if your business is seasonally based, you can use holidays as a reason to promote an offer. Refer back to your PLANNER. Consider important dates for your business (fall collection debuts, etc...) and don't forget holidays.

Here are some US-based holidays/special events. You may want to promote the MONTH BEFORE the event, for example

Jan	sale season, skiing, winter events, Valentine's Day
Feb	more winter-related events, St. Patrick's Day, spring cleaning, reduce clutter
March	Easter, Passover, Spring Break, arrival of Spring
April	Mother's Day, Memorial Day, arrival of Spring
May	flag day, end of school, weddings, graduations, Father's Day, summer solstice
June	4 <sup>th</sup> of July, summer themes, vacation and travel, good books to read
July	end of summer, back to school
Aug	Labor Day. More back to school
Sept	Halloween, daylight savings time
Oct	Thanksgiving
Nov	Christmas, Hanukah, Kwanzaa
Dec	winter Solstice, New Year's Eve, goal setting, weight loss, time management

The key is to map it out.

**Go back to your Content Planner** and add any holiday promotions you want to add for the year. List here your NEXT 3 offers

### My next 3 offers:

Headline	The Offer	Timeliness	CTA	Date I will send
1.				
2.				
3.				

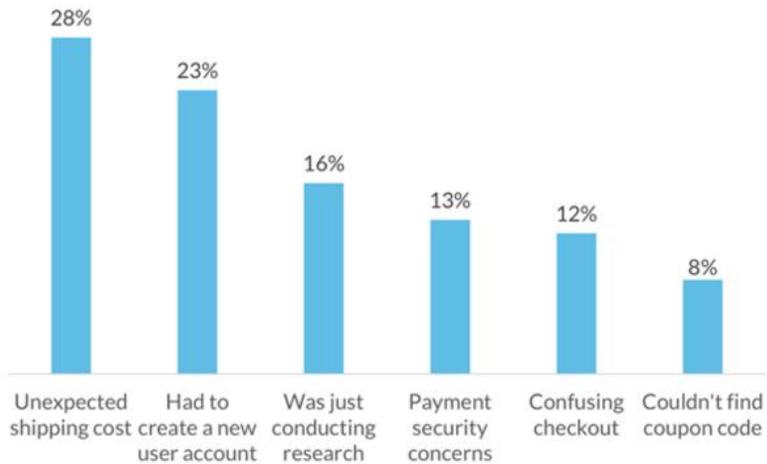
NOTES:



## Abandoned carts and what you can do about them

No sneak attacks at checkout!!

Reasons for abandoned carts - Kissmetrics: <https://blog.kissmetrics.com/5-ecommerce-stats/>



If you use Shopify: <https://help.shopify.com/manual/orders/abandoned-checkouts>

Retargeting on Instagram, Facebook, the whole Interwebs - Adroll: <https://www.adroll.com/>



## Action Plan

Take 15 minutes right now and write down your next steps. Be as specific as possible.

After each task, write down WHO is going to do it? Is it something that can be outsourced or delegated?

After you write down your action steps, grab your calendar and find a time and date for EACH activity (even if it's 3 months from now).

Remember to always ask yourself... ***“What can I NOT do?”***

1)

2)

3)

4)

5)

6)

7)



## Step Five Checklist: Sell Them Stuff

- Rome wasn't built in a day...
- What's working NOW
- Your marketing "triggers" as a way to sell more
- What marketing triggers will your ideal customer respond to?
- Increase conversions
- When someone lands on your site...what next??
- Turning a lead into a paying customer
- Four parts of every offer
- Strategic alliances and collaborations
- Selling evergreen products vs. seasonal products
- Abandoned carts and what to do about them
- Watch the EMAIL/IFO video
- Watch the BONUS video, "How I Grew My Email List by 552 People in 6 Days"
- Action Plan