



HER Business Elite Academy



Week Eleven – Promoting Your Offering and Closing Sales

Introduction

Wow! Last week was pretty intense, but you should now have the first element of your launch strategy (your pivot point) ready to unleash to the world!

Now you are ready to focus on the other two elements of your launch – the lead up (promotion) and the follow up (implementing sales techniques).

Once you have cracked these processes, you will be well on your way to making the sales that you truly desire from your business, as by implementing a planned launch strategy successfully, will create the hype around your business and your offering needed to sell naturally and organically following this launch.

Like I said before, it is no longer possible to just turn up and sell what you offer straight to your ideal client, without putting in effort to bring in new audience to your business, and use a planned sales funnel in your marketing to turn them into clients and customers.

Sending love and good vibes,

Serena xoxo

1. The Lead Up

Promoting Your Pivot Point

The minimum amount of time you should promote your pivot point and build the excitement and momentum is around two weeks (and much longer for offline events), which allows you to continue live streaming and promoting to your online group, social media followers, as well as posting within other groups and promoting on promotion days.

You need to continue to turn up in order to really grow engagement around your pivot point, with the call to action to always be to sign up for this, as the more you reach with your pivot point offering the easier and more you will sell off the back of it.

Social Media Promotion

It is a good idea to put a content calendar together all around the topic that your pivot point is about and post, live, video, etc around this subject most days within the two-week lead up.

If you notice that a post or live is doing well, turn this into an ad and promote it to your ideal client as a targeted audience. Also, push this into other groups and on other social media platforms containing your ideal client, as well as on Instagram/Facebook Stories where applicable (as these gain the most engagement and interaction).

Video clips showing sneak peeks of your pivot point also work well as content (e.g. of similar past events, masterclass slides, testimonials, etc) as this gives your audience an insight into what to expect, therefore they are more likely to sign up because of less fear of the unknown.

Your Facebook Post and Ad Copy

The purpose of your Facebook post or ad is to grab your ideal client's attention, and make them stop scrolling through their news feed.

The main way you do this is by first standing out with a bright and recognisable image, then by using wording that makes them want to click on your link through the post or ad.

Your post/ad content needs to be unique, engaging and captivating, but can also be empowering, inspiring and controversial depending on the message you want to give to your audience.

Using boring wording, or simply copying someone else won't work well, as you need to be individual and really connect with your audience using creative language to ensure that your reader stops, reads and clicks.

The important thing for your post/ad copy is that it follows the main principals of communication:

- It describes the problem
- It highlights how the problem is impacting their life
- It invites people to a single call to action to help solve the problem

Your post or ad could follow this suggested format:

1. Grab their attention with a bold statement – you can use emojis too!
2. Say who it is for
3. Let them know you have something for them – group/freebee/opt in/pivot point offering
4. Tell them what you will share/they will learn/they will get
5. Use a relevant, on-brand image that grabs their attention (could be a personal or stock image)
6. Provide them with the Bit.ly link (either in the body of the content for an ad, or in the comments of your post)
7. Sign off with your name and title

Messages and Emails

As with your social media promotion, your email sequence needs to be focused around one core topic and some similar subjects that all relate to your pivot point offering, and start to suggest the problems that your paid offering will solve off the back of this.

Your messages and emails do not need to be automated, however it is a good idea to use a mixture of generic mailout and bot messages to keep some structure to promoting your pivot point, and you can then add in a few more personal and direct messages and emails outside of this should you have time, or require more to sign up to your pivot point to hit any attendee targets you have set yourself.

It is important to remember that all of your social media activity, emails and messages should have one clear call to action throughout these few weeks leading up, which should always be to join your free pivot point offering by way of email (e.g. Mailchimp) or chat bot (e.g. Manychat) sign up.

Throughout this time, you should also recycle content as much as possible to make less work for yourself. For example, you could do a live on your page, then share to your group, then send the link to your live out from your mailing and bot lists, which will all be based around the same topic and have the same call to action (i.e. join your free pivot point offering).

Even though it is advised to do something each day leading up to your pivot point, it is not a good idea to send an email or bot message out every day, as your subscribers are unlikely to respond well to being bombarded. Instead

use a variety of platforms and methods to get your free pivot point out there, making for a more relaxed and soft promotion approach.

Will emails, messages, or both, be most suitable in promoting your pivot point, and why? (think about the type of pivot point you are offering, where and when this will be talking place, and the preferences of your ideal client/audience)

Setting Up a Mailchimp Account

If you are familiar with Mailchimp (or a similar system) and you already have an account you can skip this section, however if you are new to the whole world of Mailchimp, here is a step-by-step set up guide.

Sign Up for an Account:

1. Navigate to MailChimp's homepage and click Sign Up Free.
2. On the Get Started page, type in your Email, Username, and Password, and click Get Started!
3. Check your inbox for the account activation email to complete your account setup.

Create a List:

1. Navigate to the Lists page.
2. Click Create List.
3. Type in the List details in the fields provided.
4. When you're finished, click Save.

How to Import Subscribers:

1. Prepare your spreadsheet file of contacts outside of MailChimp. Create and label a column for Email Address, First Name, and Last Name, then paste your contacts' information into the relevant fields in the spreadsheet and save the file in CSV format.
2. Navigate to the Lists page.
3. Click the drop-down menu next to the list you want to work with, and choose Import.
4. Choose CSV or tab-delimited text file. Click Next.
5. Click Browse and choose the file from your computer.

6. Check the box next to I understand that my billing plan may be automatically upgraded. Your account will only be upgraded if your list import causes your subscriber count to exceed your current billing plan (which for a free account is a maximum of 2,000 subscribers).
7. Click Next to go to the Import Subscribers step and match the columns in your import file to the fields in your MailChimp list.
8. Click Save for the Email Address column.
9. On the second column, check that the column name and field type are correct, and click Save. Or click the drop-down menu to select a different field type. The editing pane for each column includes the current column name, field type, and example data from your list, for your reference. To exclude a column from the final import, click Skip.
10. Repeat Step 9 for all unmatched columns. You must match or skip all columns to complete your import.
11. Click Next to review your final import settings.
12. On the You're all set to import! screen, review the settings for your import. Be sure to keep the Subscribed option selected.
13. After you've reviewed your settings, click Import.

You are able to add subscribers to your list one by one should you require.

Customize Your Signup Form:

1. Navigate to the Lists page.
2. Click the drop-down menu next to the list you want to work with and choose Signup forms.
3. Select General forms.
4. Click the Forms and response emails drop-down menu, and choose which form you want to edit.
5. Click the Design it tab.
6. Click through the Page, Body, Forms, or MonkeyRewards tabs to review the customization options. Use the fields and drop-down menus to make any changes you want to the styles, colours, and fields. The form will save automatically, and when you're done, just click Save and Close.

Create a Campaign:

1. Navigate to the Campaigns page.
2. Click Create Campaign in the upper-right corner of the screen to create a Regular Campaign. To create a Plain-Text Campaign, A/B Testing Campaign, or RSS campaign, click the drop-down menu and select that option.
3. On the Recipients step, choose a list from the drop-down menu.
4. Click Entire list, or pick a segmentation option. To learn more about segments, read Getting Started with Segments.
5. To proceed, click Next or Setup in the progress bar.

6. On the Setup step, input your Email subject, From name, and From email address. Select tracking tools, connect social media, and configure advanced settings from the available options. When you're finished, click Template or Next in the progress bar.
7. On the Template step, select one of the following options to create and add your content.
 - On the Basic tab, you can choose from flexible Drag and Drop templates.
 - Click Themes to select from our predesigned layouts.
 - The Saved templates tab allows you to select from any templates you've previously saved or imported.
 - Campaigns lets you reuse one of your recently sent or draft campaigns for your current campaign. The Recently Sent section displays up to 25 campaigns most recently sent from your account. Only draft campaigns with content appear in the Drafts section.
 - The Code your own tab displays three ways to import a campaign layout from outside of MailChimp: Paste in code, Import from Zip, and Import from URL.
8. In the Design step, you'll input and customize your campaign content.
9. Click the Preview and Test drop-down menu to Enter preview mode, Send a test email, Push to MailChimp Mobile, Open Link Checker, or customize Social Cards.
10. Click the x in the top-right corner of the screen to return to the Design step.
11. Once you're satisfied with your design, click Next or Confirm in the progress bar.
12. Review the Pre-Delivery Checklist on the Confirm step. Click Resolve to navigate directly to the step to fix any errors that may appear. To make other changes, click the Edit button to return to a step. You can also view and edit the automatically generated plain-text version of your campaign by clicking the Edit button in the Plain-Text Email section of the checklist.
13. When you've finished testing your campaign, you can either send the campaign immediately, or schedule it to go out at another time.
14. If you're ready to send the campaign to your subscribers, click the Send button. The Prepare for launch modal will appear. To confirm your send, click Send Now.

View Your Campaign Reports:

A key component of successful email marketing is tracking subscriber engagement, so you can provide more of what your subscribers want and less of what they don't.

MailChimp's open- and click-tracking tells you how many people looked at your campaign, which links they clicked, and other information, like their geolocation. Viewing campaign reports continually allows you to test and adapt your email content so it is more effective.

The Reports function gives you detailed information, and allows you to download, share, or print your campaign reports. You can also integrate your Google Analytics account with MailChimp or connect your CRM database for more in-depth reporting.

Using Your Email List to Promote Your Pivot Point

If you choose to get your audience to sign up to your pivot point offering via your email list then you will need to create a sign-up form (as detailed previously) and promote the link to this across all of your platforms (i.e. in your group, pages, all accounts, on your website, etc).

It is also a good idea to set up an automated email sequence following a subscriber signing up to your list to encourage engagement and remind them of the details of how and where to access this.

An example of a suitable automated sequence to promote your pivot point is as follows:

- Email One – Immediately – A hello and welcome, to introduce yourself and your business, and to give your subscriber details of when, how and where to access your pivot point.
- Email Two – Next Day – A personal story about you based on one of your hooks, showing the problem that you solve and how you solve it (related to your pivot point). Call to action to join your group or visit your website.
- Email Three – Three Days After – More detail and statistics about the performance and success of your pivot point. Include a reminder of when, how and where to access.
- Email Four – Three Days After – Create hype around your pivot point by saying how many have signed up and how incredible it will be, as well as all the benefits that the subscriber will get from it. You can also provide social proof and testimonials if applicable. Again, include a reminder of when, how and where to access.
- Email Five – Day Before/Day of Pivot Point – Friendly reminder of when, how and where to access and create more hype and excitement!

Setting up Your Chat Bot

Using a chat bot is an amazing list growth tool and the conversion rate of this is massive compared to email marketing, which is why it is a good idea to use both communication tools so you cover all bases.

Everyone who signs up to your pivot point through your chat bot will then be a subscriber, which then allows you to send them direct messages through Facebook Messenger containing your paid offerings, top tips, reminders, etc just as you would with your email list.

However, it is important to bear in mind that you need to send messages sparingly and with a personal touch, as using them to 'spam sell' will result in people unsubscribing to your bot list quicker than they joined it!

To set up your chat bot:

1. Set up a 'Manychat' account through their website, and login using your Facebook account.
2. In 'Growth Tools' create a landing page, thank you page and welcome message by selecting the 'Landing Page' option and following the instructions. Your welcome message is where you will give your subscriber their freebie or tell them how to access your pivot point offering. It is a good idea to also give the link to your group or website as a button in this message too.
3. Once your sequence has been published you can then copy this link and paste it on social media when promoting your pivot point to gain sign ups and grow your list.

Using Your Chat Bot to Promote Your Pivot Point

As soon as you start promoting your pivot point your chat bot sign up link needs to be shared everywhere (i.e. in your group, pages, all accounts, on your website, to your email list, etc).

You can then message any sign ups before your pivot point on several occasions to remind them to watch/access/claim it, and how and where to do this.

Unlike your mailouts to your email list, it is much better to keep chat bot messages short and concise, and much chattier than emails, plus including their name tag at the start is absolutely crucial.

Recycling Content

Your launch can be very tiring and exhausting of your energy, especially the promotion stage as you want to sign up as many people as possible in order to sell of the back of your pivot point.

Due to this, as well as automating as many processes as possible, it is really important to recycle your content, which will also mean that you are delivering the same consistent message across all of your platforms on the run up to your main event!

An example of successful content delivery is as follows:

1. Write a blog about all the benefits of your pivot point (your hooks) with call to action to sign up to your pivot point.
2. Send the blog to your email list with information on how to sign up to your pivot point.
3. Cut this down into smaller social media posts with call to action to sign up to your pivot point.
4. Use aspects of the blog to do live videos about the problems you will be solving with your pivot point (with call to action to sign up).
5. Send these lives to your email and bot lists (again with call to action to sign up).

You will notice that on the lead up to your pivot point your call to action will always be to sign up to it, thus eliminating any confusion from your audience, and ensuring that you get as many people into your sales funnel as subscribers as possible.

By delivering different content on different platforms this gives variety, which keeps your content interesting and will encourage more clicks to your call to action to sign up.

Based on your pivot point offering, what hooks could you include in your blog (which could then be used for recycling content)?

What could you build upon this content to create a live video (don't be scared to speak about your own story as your audience will want to know that you understand them and can relate to their problems)?

2. The Follow Up

After Your Pivot Point

Woo-hoo! You have now completed your pivot point offering to all your sign ups (or event attendees if applicable)!

But I'm afraid to say that the hard work is far from over, as the follow up is absolutely key, and where the magic truly happens to turn warm leads into your paying customers/clients.

The reason that you required as many sign ups to your pivot point as possible is that you now have a large pool of warm leads to follow up, and with an average conversion rate of around 15-20%, the more you encourage to sign up, the more new customers/clients will buy from you.

It is key that during delivering your pivot point offering you make subtle mentions of your paid offering, then at the end you give all the details of it, as well as keeping contact channels open by saying you will be in contact to follow up, and to find out how they benefitted from your pivot point offering.

Follow Up on Social Media

Following your pivot point you need to be hot off the market and carry on momentum to ensure that you turn your leads from warm to hot (and not allow them to become cold and disinterested).

Due to this, from the day following your pivot point you need to show up on social media consistently to ensure that your leads don't forget about you.

You could:

- Use live video to tell a story behind the amazing effects your paid offering has had on your customers/clients.
- Publish posts and do live videos relating to the benefits of your paid offering, testimonials, bonuses, special offer/discount, payment plans, limited spaces, etc, and remember to always create urgency to buy.
- Ask questions and do polls relating to the problems that your paid offering solves, then follow up by inviting them to buy/watch your pivot point recording on replay.

Remember, when it comes to turning someone into your customer/client, your audience needs to see you and what you offer around Seven times before they take action, therefore it is important at this point that you use a consistent call to action that guides your lead towards buying, e.g. visiting your sales pages, booking a call with you, contacting you, etc.

After delivering your pivot point, social media should be more of a presence and reminder of what you have delivered, and what problems it solves.

Due to this, you should not directly sell or promote your offering on social media platforms (as this can come across as very spammy!), but instead take a softer approach here, and use your mailing and chat bot lists (as well as direct emails and messages) to build a conversation with your lead, then to sell.

What amazing effects has your paid offering had on your customers/clients to include in your live videos?

What are the benefits of your paid offering that you could post about?

What questions/polls would work relating to the problems that your paid offering solves?

Follow Up Via Direct or Chat Bot Messages

When sending messages, it is paramount that you don't hound or spam your leads, but offer value and solutions to their problems.

It is a good idea to pre-plan dates and times when you will send messages to ensure you follow a well thought out process, and don't bombard your leads so they back away from what you are offering.

If you have one, it is good to send the recording of your pivot point to ensure that your lead has definitely watched this, especially if they were unable to view it live or be there in person.

Following this, anyone who showed interest in any way during your lead up, pivot point or afterwards (i.e. those who took part/watched, liked your posts/lives, etc) but have not yet taken action should be messaged (either directly or

via your chat bot) to ask them about their experience of your pivot point, and then personally introduce your paid offering. This is also your time to overcome any objections to buying.

Here is one example of the type of message sequence/script you can use:

Hello [Name]

I just wanted to say congratulations for completing X - I've absolutely loved investing the week together to help you X, and I've loved seeing all of your comments on day XXX and I just wanted to check in with you and see what your biggest breakthrough or takeaway has been/what you learned the most/what you found most valuable/your biggest piece of feedback?

Kind regards/Love [Your Name]

{Await reply}

Great! So, what is it that you're going to go away and work towards after this then?

{Await reply}

Amazing! What struggle are you having with that right now/what's stopping you from achieving this right now?

{Await reply}

Okay perfect! Well I wonder if you have seen X today/yesterday/this week? If not, it's [insert your paid offering and the benefits]. Is this something you would like to explore/that feels right for you?

{Continue conversation to close the sale}

Following Up Via Direct or Mailing List Emails

Following up via email usually works best directly rather than as a mailout, however you can use an automated mailout to further support your social media strategy and direct/chat bot messages following your pivot point.

Here is an example of an effective automated email sequence:

- Email One – Immediately After – A friendly hello and to send the recording of your pivot point (if you have one), plus call to action to ask them to reply with their feedback/biggest takeaway/what was learnt.
- Email Two – Next Day – A personal story about you based on one of your hooks, showing the problem that you solve and how you solve it (related to your paid offering). Call to action to ask what their goals/plans are?

- Email Three – Two Days After – More detail and statistics about the performance and success of your business. Call to action to book a call/contact you/visit sales page.
- Email Four – Two Days After – Social proof and testimonials of your paid offering (relating to the problem it solves). Call to action to your testimonials or sales page.
- Email Five – Two Days After – Case study testimonial of your paid offering and exact details of what it includes (the benefits). Call to action to your sales page.
- Email Six – One Day After – Full details of paid offering and special sign up offer/discount. Call to action to your sales page and how to buy/claim offer/discount.
- Email Seven – Three Days After – ‘What are you waiting for?’ email including what current customers are saying and special/exclusive invitation to buy. Call to action to your sales page and how to buy/claim offer/discount.

Making Follow Up Calls or Appointments

Your email and message communication (whether automated or direct) could lead to you wanting to discuss the opportunity with the potential client, either via phone call/online call or face-to-face meeting.

In this case you can use an appointment scheduler, such as Acuity, to allow your lead to set this up easily (without the need to go backwards and forwards to establish a suitable date and time).

When speaking to your lead directly it is important to follow this simple outline:

1. Introduce yourself
2. Small talk – where they live/work, weather, family, etc.
3. Ask questions and provide solutions with your paid offering, such as:
 - How much time do you have?
 - How much money are you making?
 - How is X currently making you feel/think?
 - What issues/problems do you have relating to X?
 - How have you tried to solve these?
 - How has that been working/worked for you?
 - What are your goals relating to X?
 - On a scale of 1 - 10, how committed are you to reaching your goals?
 - How could this offering help you?
 - What was your biggest win of the session today?
 - What’s holding you back from taking the next logical step to solving X?
4. Thank them for their time and ask if they have any questions (answer these and create ease by removing any objections).

5. Keep the communication channels open by advising them of the next steps (i.e. if they sign up to your paid offering/buy what is the process, or if they need time to think say you will contact them via X in the next X days).

What questions could you ask your lead relating to your paid offering?

General Follow Up, Starting and Closing Sales Conversations, and Dealing with Objections

All of your online and offline marketing should encourage the start of interaction and communication between you and your ideal client, therefore this should always be at the forefront of your mind when creating any content and selecting which marketing option to promote your business and offerings.

It is important that where you are marketing your business to always use a call to action, and guide your ideal client through your sales funnel, and begin a direct conversation as soon as possible so you can begin the soft selling process.

This means if someone interacts (i.e. shares, likes, comments, follows, messages, emails, calls, etc) with your business or your content on social media, through your website, etc, then you should make every attempt to reach out to them through private message, email or call to begin to build a relationship with them.

You should begin any direct conversation with a friendly hello, followed by thanking them for their interaction and then asking them one or two open questions about them, their business, their needs, etc to show interest in them and what they require.

By asking questions you can establish what solutions you can offer them (your hooks), and begin to incorporate these as your conversation progresses.

It is key that you are never salesy and never push your offerings in the face of your contact, instead always use these as offering them as solutions to your ideal client's problems.

When you feel the conversation is at the point where the recipient seems interested in what you are offering them to resolve their problem, only then should you encourage the sale by asking them questions such as:

“Do you think this is something I can help/support you with?”

“Do you feel this will solve your issue/problem with X?”

“Does this feel right to you?”

“What are your feelings towards this?”

If the answers are negative (e.g. no, I don't think so, it is not what I was looking for, etc) then remember that this is not necessarily a 'no', it means that the other party has barriers to buying from you, therefore asking for feedback and “why do you feel this way?” is a good place to begin breaking down these objections.

If the barrier is lack of money, then either offer a cheaper alternative (if you have this) or payment plan, plus outline the value your offer will give to them in solving their problem.

If the barrier is lack of time, then either offer them something less time consuming (if you have it) or make the time limit broader (if possible).

If the barrier is something different (the usual ones are personal reasons, it's not the right time, I can't justify it, etc) then call them out on this answer in a soft way, by asking questions like “if now is not a good time, do you think there will ever be a good time?” or “don't you feel that this is worth the investment in yourself to relieve you of your other problem X?”. Be creative and always remember to sympathise with whatever barrier presented and offer counter solutions to break these barriers down.

If from this process you still don't succeed in making the sale, ask if you can contact them in so many weeks/months to see how they are getting on, and put them on your sales chase to follow up to close the sale in the future.

What responses/solutions could you give to the following barriers/objectives?

“I can't afford it” _____

“I have no time to spare” _____

“I have too much going on right now” _____

3. Summary from Week Eleven

What methods of lead up would most suit your pivot point offering and ideal client?

What methods of follow up would most suit your pivot point offering and ideal client?

What problems do your pivot point solve (you can include these and provide your solutions during both lead up and follow up)?

What hooks could you use to promote your pivot point/when following up?

What questions could you ask to encourage a sale?

What barriers/objections do you expect to face when following up and selling?

Summary and Next Week

This was your last week of independent study, where you should now know how to piece your launch together and sell following this process.

Next week you will complete your final programme reflection questions, where you will look back at what you have learned throughout this academy journey and how you and your business have developed over your time. From answering these you will also set actions to progress your learning and business further into the future.

It has been an absolute pleasure working alongside you on this journey, and I thank you with all my heart for giving your all to this programme to truly invest and benefit in your business and life.

Sending love and good vibes,

Serena xoxo