



**TURN AROUND YOUR**

# **SALES**

**WORKBOOK**



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# Table of Contents

<b>Step 1</b> .....	<b>3</b>
Boldly Ask for Sales .....	3
<b>Step 2</b> .....	<b>4</b>
Create a Content Calendar .....	4
<b>Step 3</b> .....	<b>5</b>
Connect with New Clients & Customers .....	5
<b>Step 4</b> .....	<b>6</b>
Introduce Video to Your Marketing .....	6
<b>Step 5</b> .....	<b>7</b>
Repurpose Your Older Products.....	7
<b>Step 6</b> .....	<b>10</b>
Get Feedback from Your Top 3 Clients.....	10
<b>Step 7</b> .....	<b>11</b>
Exclusive Memberships.....	11
<b>Step 8</b> .....	<b>13</b>
Your Marketing .....	13
<b>Step 9</b> .....	<b>16</b>
Track Your Changes.....	16
<b>Step 10</b> .....	<b>16</b>
Research Your Competition .....	16
<b>Step 11</b> .....	<b>19</b>
Study Your Own Business .....	19
<b>Step 12</b> .....	<b>20</b>
Affiliate Program .....	20

Use this Workbook to help you turn around your sales.

# Step 1

## Boldly Ask for Sales

Create an autoresponder email series about your business and about your products. Include a call to action in every email asking for a sale. Plan how frequently you'll send out emails.

Email series ideas:

Strong Calls to Action (CTA):

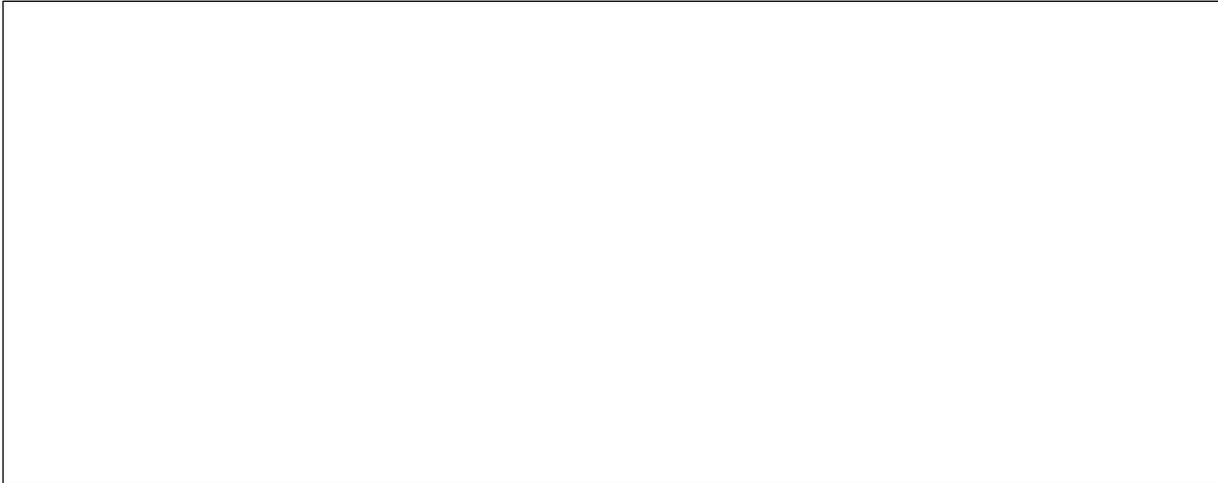
Create Social Media Campaigns with CTAs asking for a sale:

## Step 2

### Create a Content Calendar

How often will you publish a blog post?

Plan Topics and a CTA to each:



How often will you publish on social media?

Which platforms and a CTA to each post:



## Step 3

### Connect with New Clients & Customers

Ask for sales in your circle. Then, expand your circle.

Create a list of potential JV Partners who have products that would benefit your audience:

Develop a relationship with them.

Follow on Social Media. Interact with them.

Create a pitch that is a win-win for each of you.

Use Social Media to follow more people and join more groups.

Develop relationships with the new followers.

Become active in new groups by answering questions and offering advice openly.

Post links when/if appropriate to avoid getting kicked out as a spammer

Be selective in who you promote. Their reputation and product quality will reflect on you.

Enroll in their affiliate program, if they have one.

## Step 4

### Introduce Video to Your Marketing

Introduce yourself to your audience and showcase your personality.

- Use Split Screen to introduce your JV Partner and talk about your respective products.
- Use Facebook Live to answer questions from your audience and create a buzz.

Pre-record videos and submit to YouTube.

Brainstorm your video ideas here:

## Step 5

### Repurpose Your Older Products

Which products can be updated and re-released?

Which products can be bundled together?

Which products can be used for bonuses?

Which products can be used as free lead magnets?

Which products can be sold for a limited-time discount?

Do you have event recordings from this current past year that you could re-release with transcripts?

Do you have webinars that you could turn into on-demand webinars, leading to a paid product?

Do you have videos that you can turn into mp3 files to offer as a podcast?

Do you have any products that no longer fit with your mission and are ready to retire?

## Step 6

### Get Feedback from Your Top 3 Clients

Who are your top 3 -5 Clients?

Ask them what is the number one service you offer them:

Take these services and begin promoting them across social media and in blog posts.

Ask for testimonials to publish on your site.

# Step 7

## Exclusive Memberships

What can you offer exclusively for your members?

Do you want to offer coaching, products or a mix of both?

Brainstorm specific ideas – what will people pay for on a regular basis?

Document details:

Pricing, group size, meet on forums or Facebook Group?

Who are your personal success stories? Who do you emulate?

How will you produce content each month? By you or your team?

List a production calendar with a process to produce.

# Step 8

## Your Marketing

What is your current marketing plan?

What new medium do you want to explore?

How can you cross-promote your posts?

Set up a Sales Funnel:

Which products will you lead to?

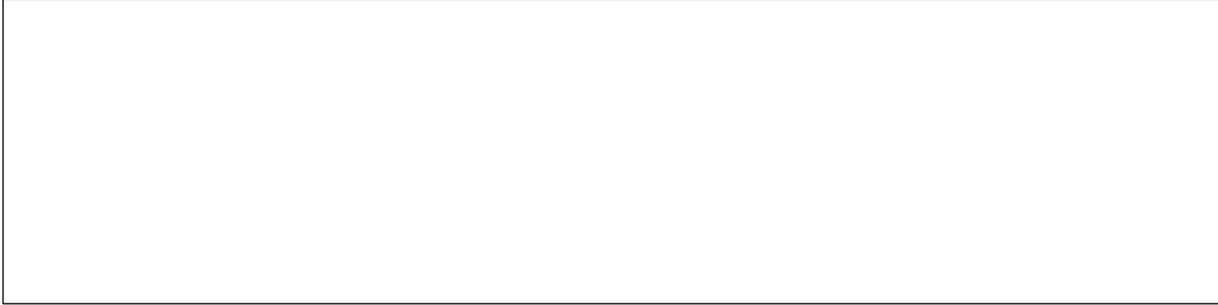
Set up ads:

Set your audience demographic, set the length of the campaign, a strong Call to Action (CTA)

Set up a webinar. Brainstorm your ideas:

Use this recording for an on-demand webinar.

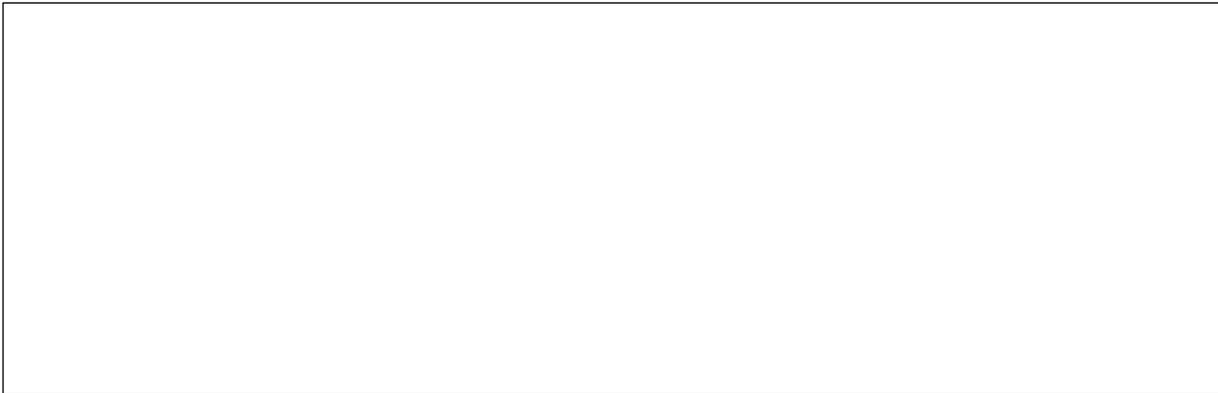
Submit these webinar slides to SlideShare by LinkedIn.



Create downloadables for sale or for lead magnets.



Pitch relevant podcasts about being a guest.



## Step 9

### Track Your Changes

Create a spreadsheet and log baseline numbers.

Email Subscribers:

Social Media Followers on each platform:

Create coupon codes for podcast interviews, ads, videos and/or guest blog posts.

## Step 10

### Research Your Competition

Select your top competitors.

Study their websites.

What's their image?

How many products do they have?

Outline these here:

Additional Competitor Notes:

Research their social media platforms.

What platforms do they use?

How often do they post?

What type of posts get engagement?

Document your findings below.

Sign up for their email list.

How often do they post?

What topics do they write about?

Document below.

**Look at their products:**

Are they similar to your content?

What about the pricing? What stands out to you?

Read and note their online reviews.

## Step 11

### Study Your Own Business

Should you create more products?

How do you stay in touch after a purchase?

How do you become the go-to person in your niche?

Read your own online reviews: How can you make them better?

Document your notes below:

Find the success stories and the failures. Learn from your mistakes and be inspired by the successes.

## Step 12

### Affiliate Program

Ask your audience what they want or need.

Use social media or send an email.

Document the responses.

Analyze hashtags or trends.

Set up social media polls and/or surveys. Mix it with open-ended and closed questions. Ask about pricing and value.

Boost the post with a poll to a larger audience.

Offer a pre-order option for your newest product.

- If there is interest in it, create a product to sell.
- If no interest, move on to a different project. (Aren't you glad you asked so you did not waste time and money creating a product nobody wants?)

Always ask for customer feedback and testimonials.

Do you want to offer something to entice people to answer the survey? If so, what?