



**TURN AROUND YOUR**

# **SALES**

**CHECKLIST**





## Copyright Notice

Copyright © NAMS, Inc. All rights reserved worldwide.

No part of this material may be used, reproduced, distributed or transmitted in any form and by any means whatsoever, including without limitation photocopying, recording or other electronic or mechanical methods or by any information storage and retrieval system, without the prior written permission from the author, except for brief excerpts in a review.

This material is intended to provide general information only. Neither the author nor publisher provide any legal or other professional advice. If you need professional advice, you should seek advice from the appropriate licensed professional. This material does not provide complete information on the subject matter covered. This material is not intended to address specific requirements, either for an individual or an organization.

This material is intended to be used only as a general guide, and not as a sole source of information on the subject matter. While the author has undertaken diligent efforts to ensure accuracy, there is no guarantee of accuracy or of no errors, omissions or typographical errors. Any slights of people or organizations are unintentional.

Any reference to any person or organization whether living or dead is purely coincidental. The author and publisher shall have no liability or responsibility to any person or entity and hereby disclaim all liability, including without limitation, liability for consequential damages regarding any claim, loss or damage that may be incurred, or alleged to have been incurred, directly or indirectly, arising out of the information provided in this material.



# Checklist

- I understand that I need to take a proactive approach to marketing my business.
- I understand that people won't know I have a business unless I tell them.
- I understand that part of marketing my business is stepping into the spotlight instead of hiding behind my computer.
- I understand that my followers depend on my advice and expertise and marketing my business is the only way to get my message out to them.
- I understand that marketing is an everyday necessity.
- I understand that I should mix up my promotional marketing by having relationship-building conversations with my followers.
- I understand that relationship marketing is how my followers will get to know, like, and trust me.
- I understand these general marketing techniques:
  - Become a trusted resource
  - Add something new to my business consistently
  - Define how I stand out from my competitors
  - Focus on the end results of my products instead of the features
  - Anticipate changes in my market
- I understand that I need a sales funnel which starts with a valuable freebie.



- I understand how I can create my freebie in different formats.
- I understand my freebie should be easy to produce and not give away all my expertise.
- I understand my freebie can be used to grow my email list as well as promote any of my paid products.
- I understand I should have a dedicated landing page for my freebie as well as any paid product I am promoting.
- I understand that my freebie should have an email funnel attached to it to stay in touch with customers.
- I understand that all my free and paid products should have separate email autoresponders scheduled with evergreen information as well as other offers.
- I understand that I can run Facebook Ads which direct the viewer to my freebie's landing page.
- I understand that video is a powerful medium I can use in my Facebook Ads and other marketing efforts.
- I understand that I should test and track results for all my Facebook Ads and promotional posts.
- I understand that on-demand webinars are a way to capture more viewers and subscribers since they can choose the best date/time to watch.
- I understand that an evergreen webinar can be a lead magnet but also a way to promote a paid product.
- I understand that I need a third-party platform to host the on-demand webinar and to collect registrations.



- I understand that my freebie and my webinar should complement each other instead of competing for attention.
- I understand that my webinar should have a reward for those who watch until the end.
- I understand that I need to carefully plan my reward so I'm not giving too much money or time away.
- I understand that my webinar needs a separate follow up email series that is completely different from my freebie email series.
- I understand that I can record short, bite-sized videos as a marketing tool.
- I understand that I need to upload my videos separately to YouTube, Facebook, and Instagram.
  - I understand that each of these platforms have different limits to their videos.
  - I understand that I can also post videos to the Stories feature with Facebook and Instagram.
- I understand that I need a strong call to action within each video.
- I understand that I need to promote only one product per video to avoid confusion.
- I understand that collaborating with a JV partner can help grow my reach.
- I understand that any JV relationship should be a win-win for both parties.
- I understand that some JV prospects will judge me by the size of my email list.
- I understand that not all JV prospects will jump at this opportunity.



- I understand that JV prospects should be in a compatible business but not a direct competitor.
- I understand the different ways JV partners can share content:
  - Swap blog posts
  - Take over the other partner's social media feed
  - Record a video or webinar together
  - Host an online bundle or summit event
  - Create a membership site
- I understand that strict parameters of the responsibilities of each partner are necessary.
- I understand that strict rules about how profits will be split and how resources (shopping carts, outsource teams, etc.) will be used are vital.
- I understand that creating “fluff” content will seriously hurt my reputation.
- I understand that giveaways can help spread the word about my business.
- I understand that I need to know the difference between a “sweepstakes” and a “contest”.
- I understand that I need to understand the laws governing giveaways in my state or my province.
- I understand that it's my responsibility to understand the rules of my chosen social media platform regarding giveaways.



- I understand that it's my responsibility to clearly outline the rules of the giveaway to my followers.
- I understand that running a bundle or participating in one is another great way to market my business and build my email list.
- I understand that writing a book is another way to market my business.
- I understand that my book can open the way to media interviews and speaking engagements.
- I understand that it's OK to give away books for free in order to get my name into the world.
- I understand that a virtual book tour is an inexpensive way to showcase my book to different audiences.
- I understand that I can and should share website links in my hardbound book.
- I understand that basic press releases still work, especially in local markets.
- I understand that I need a separate email funnel attached to my book.
- I understand that all these separate funnels help in creating very targeted offers.
- I understand that following up with clients and prospects is an important part of customer service.
- I understand "The fortune is in the follow up".
- I understand the different ways to stay in touch with prospects:
  - Email autoresponder funnels
  - Personalized emails using templates



- Send an email to each person you speak with on the phone
- Follow up with people you meet at live events
- Nudge inactive clients or subscribers
- Use the phone
- I understand that the phrase, “Just checking in” is very non-committal and vague.
- I understand that I need to use stronger language when marketing my business and crafting follow up messages.