



The Irresistible SALES CHECKLIST

Your brand isn't *just* what happens before the sale.
It's what happens before, during, and after.

BEFORE

Step #1: Identify who your dream clients are.

- Craft a 5-10-minute survey, with the sole intent of getting to know your dream clients (their wants, needs, fears, frustrations, etc.).
Suggested FREE tools: Survey Monkey + Typeform
- Send this survey to your email list, share it on your social media channels, post it on your blog. You want as many of your "potentials" to answer this survey as possible.
- Ask people these same questions in real life. Interview them. Take them out to coffee. Call them on the phone. Talk to friends, acquaintances, and even strangers who would qualify as potential dream clients.
- Observe people online. What are they posting? What are they talking about? Complaining about? What makes them happy? What do they value most? People share an insane amount about themselves online, simply through the pictures they post, the links they share, and the words they write. Copy/paste key observations into a folder you can dig back into later.
- Spend time with all this research and uncover the themes. What do they need/want? What kinds of offerings would meet those needs/wants?

Step #2: Create content that meets their needs.

- Start brainstorming solutions, ideas, advice, encouragement, checklists, cheatsheets, and stories that could help your dream clients.
- From your list of ideas, create free and paid solutions that meet your dream client's SPECIFIC needs. Each solution must be created with your unique dream client in mind. If you don't fully understand your dream clients, you will have a difficult time creating content that meets their needs. That's why step #1 is so important. Your content has to make your dream client think, "Yes, I needed this and I need this NOW."

Step #3: Make your content accessible.

- Establish your online presence ASAP. Get a website up, start sharing on social media, create an email opt-in, etc. Make it easy for your dream clients to find you and see why you're the perfect fit.

Pro Tip: Once you've mastered one platform, streamline your process, add a new platform, and start the process all over again.

- Commit to a schedule of content creation. Add this to your calendar. You must consistently create for + interact with your dream clients week after week.

Step #4: Go out and bring them in.

- Now that you have your channels established, you need to engage with your tribe. Find out where your dream clients hang out. Are they hanging out in private Facebook groups? On Instagram? On Pinterest? At local networking events? At conferences?

Pro Tip: If you don't know where your dream clients are hanging out, ask them! You must know where they spend their time online and in real life.

- Show up where they're already hanging out. Don't worry about the hundreds of other channels available to you. Just focus all your time + energy on the channels they're investing in.
- Give, give, give, give. This isn't the time to sell (they're not ready for it yet). You must provide value *first* before you ask for value (AKA their email address, their money, etc.) in return. Every time you're sharing online or meeting dream clients in real life, ask yourself how you can provide value *first*.

Step #5: Stay in touch with them.

- You must capture their email address via an opt-in form on your website. This will allow you to take the relationship to the next level and give you time to build even more trust.
- Now that you've captured their email address, communicate with your email list weekly. You are more likely to build a relationship with a dream client if you are contacting them via their own personal channel (AKA their inbox). And it's this deeper relationship and trust factor that will give you the opportunity to convert them from a fan into a paying customer.

DURING

Step #6: Invite them into the next step.

- Create a natural next step (AKA an offering) that meets their needs and package + position your offering as the perfect fit. Remember: Your offering (and the way you present it) must meet a real want/need/desire they have.
- At this point, you must confidently + persuasively ask for the sale. Because you've already poured so much love into them (via social media, weekly emails, blog posts, etc.), selling should be an exciting next step for you and for them. They'll feel almost obligated to buy from you.

Important Note: If you never give them the option to buy and you never communicate the benefits of WHY your offering is the perfect fit, you'll never make a sale. It's your job to lead them to this next step.

AFTER

Step #7: Nurture your tribe.

- Now it's time to turn them into a raving fan! Just because they bought your offering doesn't mean that you can stop wooing them. You need to create a pre-planned customer experience that will wow them from beginning to end.

Pro Tip: Promise them value and then over-deliver on that value.

- Keep the communication open even after they have bought from you. Go right back into giving, giving, giving. This will ensure that you actually start building a community, rather than a client roster. Because remember, they are going to be your mouthpiece out in the world 1000x better than you ever could. So invest in them even after they've bought from you.

Suggestions: Send them love notes via email or snail mail, take them out to coffee, create new irresistible offerings, send them a thank you gift, create an online community group, etc.