

Digital Business Growth Toolkit

Resource 1

The Growth Guide: Your Ultimate Checklist For Increasing Revenue

Are you looking to grow your business?

If you answered yes, then you're in good company with every other business owner on the planet. And this checklist will give you a great overview of all the pieces you need to snap into place to make it happen.

Let's get started...

Part One: Plan Your Sales Funnel

Your sales funnel will have four main components:

- Freemium offer (lead magnet).
- Frontend offer (tripwire).
- Foundational offer (core).
- Finishing offer (backend).

Start with your foundational offer and do your market research to determine the best type of product to create.

Once you know your frontend offer, then build your sales funnel around it by inserting other highly related offers that complement and work with the frontend offer.

TIP: For best results, choose topics that are not only in-demand in your niche, but also topics you know something about and that interest you.

Create each of the four pieces above, and then make a plan for expanding your funnel, especially by adding additional freemium offers, frontend offers and finishing offers.

Part Two: Increase Traffic / Leads

Develop a traffic strategy by picking ONE method to focus on first. Learn that method and implement it. Once you're getting good results with one method, add another.

TIP: Be sure your traffic methods are bringing highly targeted visitors (only those interested in what you do / offer) to your website.

Traffic methods to consider:

- Guest blogging.
- Blogging.
- Search engine optimization.
- Viral marketing.
- Video marketing.
- Social media marketing.
- Doing podcasts (interviews).
- Doing your own webinars.
- Running an affiliate program.
- Doing joint ventures.
- Placing paid ads.

- Distributing press releases.
- Running contests.

Part Three: Improve Conversions (Get More Customers)

1. Improve your sales copy (hire a copywriter if you don't have the skills).
2. Choose narrowly targeted audiences when generating traffic.
3. Be sure you're creating offers that your audience really wants.
4. Build relationships with your audience via a mailing list, as people like to do business with those they know, like and trust.
5. Interact with your audience and build relationships on other platforms, such as social media.
6. Establish your expertise in the niche through:
 - Sharing your credentials.
 - Publishing authoritative, high-quality content.
 - Getting interviewed in your niche.
 - Publishing a book.
 - Doing case studies to prove your expertise.
 - Working with other niche experts.
 - Getting other experts to endorse you.
7. Track and test...

- Your sales pages, lead pages and other landing pages (e.g., headlines, openers, offers, prices, CTAs, etc.).
- Your email campaigns (e.g., subject lines, offers, day and time sent).
- Your ad campaigns (e.g., headlines, audiences, CTAs).
- Your content (e.g., content titles, CTAs).

Part Four: Improve Customer Retention

1. Improve your products:

- Create comprehensive products that solve problems.
- Offer actionable information.
- Sprinkle quick wins throughout the content.
- Be sure the content is engaging and easy to read.
- Add value (such as by adding tools).
- Provide bonuses.
- Focus on outcomes.

2. Improve relationships with customers:

- Create an onboarding sequence with additional value.
- Continue sending emails over time to build relationships.
- Survey customers to find out what could be improved in your business.

3. Improve customer service to increase retention:

- Prompt responses.
 - Professional service.
 - Train staff well.
4. Improve your website:
- Fast-loading.
 - Mobile-friendly.
 - User-friendly.
 - Accessible for those with impairments.
 - No autoplay media.

Part Five: Get More Orders / Repeat Purchases

1. Create more products to add to your sales funnel.
2. Create special offers to send to your customers. Examples:
 - BOGO
 - Buy one, get one at a discount.
 - Flash sales.
 - Coupon sales.
 - Holiday sales.
 - Referral discounts.

- Loyalty discounts.
- New customer offers.

Part Six: Outsource to Grow Your Business

1. List all the tasks you do (or plan to do) to grow your business.

2. Determine which tasks you should outsource based on:

- You don't know how to do the task.
- You're not skilled at doing the task (poor end result).
- You don't have any interest / you don't like the task.
- You don't have time to do the task.

3. Examples of tasks you can outsource:

- Affiliate management.
- Social media marketing management.
- Creating sales letters and ads.
- Designing graphics.
- Writing blog posts.
- Crafting autoresponder sequences and other emails.
- Creating products.
- Video productions.
- Creating slide-share presentations.
- Developing your website.

- Search engine optimization.
- Market research.
- Customer service.

(And similar tasks – write down the tasks you want done.)

4. Places to find freelancers:

- Freelancing sites such as upwork.com, fiverr.com, guru.com, peopleperhour.com and freelancer.com.
- Search Google for specific types of freelancers (e.g., “hire ghostwriter”).
- Ask colleagues for recommendations.
- Ask your network for recommendations.

5. Be sure to research any potential freelancer to ensure they’ll create quality work on time.

6. Create a detailed project brief for all your freelancers and encourage them to ask any questions they may have.

Part Seven: Increase the Average Amount Customers Spend Per Transaction

1. Create cross-sells and upsells for your order form.

NOTE: An upsell is a “deluxe” or upgraded version of the product the customer is purchasing. A cross-sell is a related offer.

For example, if someone was purchasing a membership, you could offer:

- *An Upsell: Persuade customer to upgrade from "Silver" membership to "Gold" membership.*
 - *A Cross-sell: A related report, video, app, coaching or other product or service to help the customer get better results.*
2. Create OTOs (one-time offers) to increase urgency and conversions.
 3. Raise your prices.

TIP: Be sure to track and test any changes you make. You may be surprised to find that raising your prices not only generates more money per order, but also creates better conversions and more customers. That's because some people judge the quality of an offer by its price, so they equate higher prices with better quality which boosts your conversions.

4. Create higher-priced products.
5. Frame cross-sells and upsells in the right way (focus on the upsell price, not the total price).
6. Create order-form offers that work with the main product to get faster, easier, and / or better results.
7. Optimize your order form for maximum sales.

Part Eight: Take Consistent Steps to Grow Your Business

1. Understand that you need to take consistent steps each week in all four areas of business growth:
 - Increasing traffic / leads.
 - Increasing customers / conversions.

- Increasing per-order transaction amount.
 - Increasing repeat purchases.
2. Create a weekly plan where you do something every day in each of those four areas. (Note: If you're doing big tasks, then you may only do one task per day in one of those areas, but over the course of the week, you should take steps to increase growth in all four areas.)

Go ahead and print this checklist off so that you can refer to it again and again as you're working to grow your business.

Resource 2

How To Increase The Average Amount Customers Spend Per Order

One of the tried-and-true ways to increase revenue in your business is to increase the average amount customers spend per order. The question is how do you do that? That's exactly what you'll find out inside this tutorial. Let's get started...

Step 1: Raise Your Prices

Your first step is to look into raising your prices for your offer.

Now, obviously, this is going to depend on what type of offer you have and where it fits into your sales funnel.

For example, a tripwire offer is a low-cost, high-value product that's designed to be irresistible enough to quickly turn browsers into buyers.

As such, it doesn't make sense to raise the price of a tripwire product (at least not significantly) as doing so will negate the goal of having a low-cost, high-value product. Perhaps you could raise it a dollar or two, but otherwise you'll generally keep the price low.

On the other hand, there's likely plenty of room to raise your pricing on your core offers, backend offers and any other offers in your sales funnel. Better yet, raising your prices can actually boost conversion rates. That's because people judge the quality of a product, in part, by its pricing. So when you raise your price, people look at the product as being higher quality which means they're more likely to purchase the offer.

What happens if you don't think you can raise the price on a particular product? One thing you can do is add value to it and then raise the price.

For example, if you have a product selling for \$47, you can add value to it – such as by expanding on the main product, putting it in video format, or adding more bonuses – and then sell it for \$67 or \$97.

One final note here:

Don't guess about whether a new price is working.

Be sure to test and track your pricing to see which ones produce the best conversion rates. Be sure to also look at refund rates because you don't want to boost conversions only to boost refund rates too.

Next...

Step 2: Sell Related Offers

The second way to increase the amount people spend per transaction is by placing upsells and cross-sells on your order form.

- A cross-sell is when you promote a related offer. For example, if someone is purchasing a copywriting course from you, then you can cross-sell a set of copywriting templates and swipes.
- An upsell is when you promote an upgraded/deluxe version of the offer. For example, if someone is purchasing a course from you, then you can offer the video version of the course as an upsell.

The first key is to do your market research in order to choose upsells and cross-sells that your audience really wants.

The second key is to create exclusive offers. The idea is that if people leave the order form, they won't be able to buy the offer anywhere else, OR they won't be able to buy the offer at that price.

For example, let's use the example above where you're selling a copywriting course, and you offer a set of copywriting templates and swipes. Let's suppose you usually sell the package of templates and swipes for \$47. For this offer, you discount it to \$35, but people can

ONLY get that discount if they order now. If they don't take advantage of the offer, they can still buy the templates later – but they cannot get them at this low price.

The third key is to frame your upsells or cross-sells properly, especially when you're talking about the price. Remember that your customer has already decided to buy the main offer, so all you need to do is sell them on taking advantage of your upsell or cross-sell.

Let's imagine you're offering a cross-sell offer for \$19.99 alongside a \$99 product. Here you'd say something like, "Would you like to add the WP SEO plugin to your order for just \$19.99?" (Rather than asking them if they'd like to add the plugin for a total order price of \$118.99, which makes them focus on the total price when you'd rather have them focus on the small upsell / cross-sell price.)

The final key is to remember not to create roadblocks between your customer and the product they're ordering.

- While you can and should offer one or more upsells or cross-sells, don't show them one after another to the point where you're keeping them from the main product.
- Show an order-form upsell / cross-sell, let them check the box if they want the item, and then let them complete the order (otherwise you risk frustrating them which will sink your overall conversion rates).

And that brings us to the final point...

Step 3: Improve Your Conversions

Your next step is to improve your sales letter and order form conversions. There's no use in adding related offers to the sales page or order form if you're unable to persuade people to buy those offers. As such, you'll want to test and track the various parts of your sales and order process to optimize conversions.

Here's what to test and track:

- Which products or services you're offering as upsells or cross-sells.
- The pricing for your upsells / cross-sells.
- The headlines and benefits for your upsells and cross-sells.
- The order form design.
- How many cross-sells or upsells you're offering.

You'll also want to test different ways to promote these related offers. For example, you might have a simple checkmark on an order form. Another way to test it is by presenting a separate mini sales page before the customer reaches the actual order form.

Now let's wrap this up...

Conclusion

As you just discovered, the keys to increasing the average transaction amount include raising your prices, improving your conversions, and selling related offers. You can put all three of these strategies into place on every order form to grow your revenue. Be sure to test and track your changes to see which factors (such as which prices) produce the best results for you.

Resource 3

The Funnel Planning Worksheet: Getting The Right Four Pieces In Place

Your sales funnel should have four main pieces, as follows:

- Freemium offer. This is your free lead magnet offer that you give to prospects in exchange for their email addresses.
- Frontend offer. This is your tripwire offer – a low-cost, high-value offer designed to turn your subscribers into buyers.
- Foundational offer. This is your core offer, which typically carries a premium price tag of at least \$97.
- Finishing offer. This is any offer you sell to those who purchased your foundational offer, and it’s often something that solves another part of the problem or helps them get faster, better and/or easier results.

The key to a good sales funnel is to plan the entire sales funnel at once. That way each piece in your funnel naturally leads to the next product. And that’s exactly what you’re going to do in this worksheet. Let’s get started...

Determine what your audience wants:

.....

.....

.....

NOTE: Here you need to do your market research in order to find out what your audience is already buying and what they’re interested in. You can search marketplaces such as ClickBank and Amazon to see what the bestsellers are in your niche. You can gain additional insight

by surveying your audience, seeing what they're searching for in the search engines (use WordTracker to determine this), and what topics in your niche are popular in niche groups, forums, blog discussions, and Quora.com. Write down your findings above.

Now that you know what your audience wants, your next step is to brainstorm potential foundational offers. Write down ideas here, including both topic and format (e.g., "weight loss course"):

.....
.....
.....

NOTE: We're starting with your foundational offer as that product will be the most comprehensive, and then we'll fill in the offers around that product in your sales funnel.

Take a look at the list you just created. Which ones are big enough to create a comprehensive / high-ticket offer?

.....
.....

Which of the topics you've listed do you know the most about?

.....
.....

Which of the topics you've listed interest you the most?

.....
.....

Based on market demand, your own interest, and the topics you know a lot about, pick the topic/product you'd like to create for your foundational offer:

.....
.....

Now that you know what your foundational offer is, let's fill in the other products in your sales funnel. First, determine if you can splinter off any part of your foundational offer in order to create a freemium and / or frontend offer.

For example, if your foundational offer is a course, then you can splinter off one lesson to offer as a standalone product.

The advantage of splintering is that anything you offer as a freemium or frontend product will naturally lead the customer to purchasing the foundational offer.

List your ideas for splintering here:

.....
.....

Next, do some brainstorming to determine what other types of "useful but incomplete" products you could offer as a frontend offer. This is the offer that comes directly before the foundational offer in your sales funnel, so it needs to naturally lead people to purchasing the foundational offer. Your ideas:

.....
.....

Example #1: Your core offer is a guide to organic gardening. Your frontend offer might be a useful but incomplete set of organic gardening tips. Anyone who likes these tips will naturally want to buy the in-depth guide.

Example #2: Your core offer is a weight loss course. Your frontend offer might be a set of meal plans and recipes. These meal plans and recipes are useful on their own, but customers can make the most of them by purchasing the weight loss course (foundational offer).

Based on what you've brainstormed in the last two questions above, select the frontend offer that you think your audience will like the best, which also naturally leads to the foundational offer:

.....

.....

Now that you know what your frontend offer is, we're going to work backwards once more and decide what to offer as a freemium (lead magnet). As mentioned above, one possibility is to splinter your core offer. Now you'll want to brainstorm other possibilities. Namely, what sort of product would attract prospects and be "useful, but incomplete" so that it naturally leads to the frontend offer? Ideas:

.....

.....

Now take a moment and look at what you've chosen as your freemium and frontend offers. Ask yourself:

- Are both of these products in-demand in your market?
- Are both of these products high-value?

- Do both of these products naturally lead to the next step of the sales funnel?

NOTE: If you answer "no" to any of the three questions above, then go back and work through the process again until you come up with products where you can answer "yes" as they're good fits in your sales funnel.

Now the last piece – your finishing offer. For this product or service, you want to look for ideas that are a good match for those who purchased your foundational offer. Ask yourself, what sort of product could create easier, faster and / or better results?

For example, if the foundational offer is a guide to becoming more productive, a finishing offer might be a productivity app.

List your ideas:

.....
.....
.....

Of those ideas, which one is the best fit for your sales funnel? Which one is most related to the rest of the funnel, and is it something your audience really wants as well?

.....
.....

Finally, now list out your entire sales funnel:

Freemium Offer:

Frontend Offer:

Foundational Offer:

Finishing Offer:

Congrats, you did it – you planned your funnel!

Now take note that this is a bare-bones funnel. Ideally what you want to do is create multiple freemiums, frontend offers and finishing offers. As such, be sure to take note of which products you intend to add to your funnel over time.

List your additional product or service ideas here:

Freemium Offer:

.....

Frontend Offer:

.....

Finishing Offer:

.....

And your final step? Make a plan and schedule time for creating these offers.

Resource 4

5 FAQs About Converting Browsers Into Buyers ... Answered

One of the keys to digital business growth is to optimize your conversions. After all, there's no use in spending time and money generating traffic if this traffic isn't converting. That's why you'll want to check out these five frequently asked questions for converting browsers into buyers.

Let's get started...

Question #1: What is the best way to start converting more browsers into buyers?

The best way to optimize your conversions is to improve your sales copy. However, you can't just start making changes and cross your fingers that these changes are improvements. Instead, you'll want to complete this process methodically, and that means you need to test and track everything in order to determine what works, what needs a tweak, and what needs to be tossed out.

You'll need a split-testing tool (like SplitTestMonkey.com) and a systematic process. Pick ONE factor to test – like a sales letter headline – and be sure to hold all other variables constant. That way, if there is a change to your conversion rate, you can be confident that it was caused by that one factor you were testing.

Question #2: What variables on my page will have the biggest impact on conversion rates?

Excellent question as you could spend all day, every day testing factors – but many of those factors will make little to no difference in conversions. As such, the following are the factors to test on your sales page / order form:

- The headline on your sales page.

- The opener on the sales page.
- The bulleted list of benefits.
- The call to action.
- The price justification.
- The guarantee.
- The overall design and graphics of the sales page.
- The overall design and graphics of the order form.
- The title of your product.
- The price of your product.
- The bonuses included with your product.
- Any upsells or cross-sells on your order form.

Note that if you're working to improve the conversions on a lead page, most of the same factors apply (except, of course, any that are directly related to pricing, the order form or similar).

Question #3: I've tweaked my sales page and order form, but I'm still not converting very well. What are other potential issues that cause low conversions?

Here are a couple of questions to ask yourself in order to pinpoint the potential issue with your low conversions:

1. *Does your niche audience WANT the product you're selling?*

If you're not sure, then you need to do your market research in order to determine what your audience wants. If you find out what they're already buying, then you'll know what they want.

2. *Are you sending high-quality, targeted traffic to your lead pages and sales pages?*

The more narrowly targeted your traffic, the better your conversions will be.

For example, let's suppose you're selling organic vegetable gardening information. If you place an ad on a "gardening" site, that's not very targeted. If you place an ad on an "organic gardening" site, that's better. The best placement is putting your ad on a site that's all about organic vegetable gardening, as that traffic will be highly targeted and very interested in what you're selling.

That's just an example, but the same applies to all the traffic methods you use. From choosing keywords for SEO and pay per click marketing to choosing audiences on Facebook ads to choosing guest-blogging opportunities, you want to be sure your audiences are highly targeted.

Question #4: Aside from the factors discussed above, what's another way to improve conversions?

People like to do business with those they know, like and trust. As such, another way to improve your conversions for both free and paid offers is to build relationships with your audience.

- The primary way to build relationships is via email as getting your prospects on a mailing list gives you the opportunity to follow up with them at any time. Be sure to send high-quality content and offers to them. If you wouldn't send content or an offer to your best friend or to your mother, then don't send it to your list.
- A secondary way to build relationships is by interacting with them on your other platforms. If you have a blog, then be sure to post high-quality content on this platform and encourage people to comment.

Likewise, you should establish a presence on social media and develop a reputation for posting high-quality content. Be sure to encourage your followers to comment such as by posting questions or encouragement at the end of your posts. (E.G., “What do you think? Post your thoughts below...”)

When people do interact on social media, be sure to reward that by “liking” their comments and / or replying to them. As your platform grows, you won’t be able to like and reply to all of them, but you should continue to interact with at least a handful of your followers every day.

Question #5: How can I improve the offer itself to boost conversions?

Here I’ll assume that you’ve got an in-demand offer, and you’ve optimized the sales content. Then there are a couple other things you can do to boost conversions:

- You can offer enticing bonuses. A good bonus that adds value to the overall offer will help boost conversions. Even better is if you use bonuses strategically, such as offering a bonus that overcomes a common sales objection.

For example, if your prospects object and say they don’t have enough time to do a process, then offer a bonus that speeds up the process (such as templates, an app or similar).

- You can provide a limited-time discount. This creates a sense of urgency which, in turn, improves conversions.

For example, you can offer a 25% discount that’s good for the next three days.

Now let’s finish up...

Conclusion

You just learned how to start converting more of your browsers into buyers. Your next step is to review the answers to these questions once more and then identify the places on your site, sales process and order form where you can improve your conversions.

Resource 5

The Retention Cheat Sheet: Reduce Refunds, Overcome Buyer's Remorse And Keep Customers Coming Back

The easiest sale you'll ever make is to sell another product or service to an existing customer. As such, you'll want to work hard to satisfy and retain your existing customers which, in turn, will grow your revenue. Check out these ideas...

General Ideas for Retaining Customers

- Create high-quality products.
- Offer exceptional customer service.
- Send a customer onboarding sequence.
- Provide special perks to your best customers.
- Survey your customers and implement their feedback.
- Determine when people bail out and why, then fix the issue.

Checklist for Creating High-Quality Products

When you create high-quality products, your customers are more likely to be satisfied. Use this checklist:

- Is this product something your audience really wants?

- Does this product solve a specific problem?
- Does the product include actionable information?
- Are there “quick wins” in the product?
- Is the content engaging?
- Is the content proofed and polished?
- Is the content easy to read?
- Is the interior professionally laid out and designed?

Dos and Don'ts for Offering Exceptional Customer Service

Prioritize providing your prospects and customers with good customer service which will both boost conversions and improve retention. Follow these guidelines...

- Don't make web visitors wait for replies – answer ASAP.
- Do go above and beyond – exceed expectations.
- Do provide professional, friendly customer service.
- Don't answer customer service inquiries when you're upset / emotional.
- Don't use outside customer service staff unless you've trained them well.
- Don't forget to increase staff when you expect inquiry surges.
- Don't use plain email – use a Help Desk.
- Do offer phone service or live chat.

Tips for Creating a User-Friendly Website

A good customer experience isn't just about your customer service – it begins with a good experience on your website. Follow these tips:

- Be sure your site loads quickly.
- Avoid auto-play media.
- Use a mobile-friendly (responsive) design.
- Ensure navigation is intuitive.
- Include a search box to help visitors.
- Create quick and easy forms (including order forms).
- Do usability testing to improve visitors' experiences.
- Be sure your website is accessible to those with disabilities.

How to Create an Onboarding Sequence

A good customer onboarding sequence is designed to reduce buyer's remorse, build anticipation for the product, and get people using the product.

Step 1: Detail the Main Benefits of Your Offer

Step 2: Outline a Multiweek Sequence with One Benefit Covered Per Email

Step 3: Determine What Extra Value to Provide in Each Email

Step 4: Create a Welcome Email

Step 5: Create All Other Emails, Ending With a CTA to Use / Review the Product

Your welcome email should do the following:

- Thank the customer for their purchase.
- Remind them of the top benefits of the product.
- Give them a link to download their product.
- Encourage them to download and review the product ASAP.
- Provide your contact information.
- Build anticipation for upcoming emails in the sequence.

Examples of Extra Value to Provide in Each Onboarding Email:

- Mini tutorials.
- Tips not included in the product.
- Examples.
- Case studies.
- Templates.
- Worksheets.
- Lists.
- Checklists.
- Cheat sheets.

- Planners.
- Videos.
- Mind maps.

Ideas for Special Customer-Only Perks

Make your customers feel special by offering customer-only perks. For example:

- Create a customer-only group on Facebook.
- Offer invitations to special events like customer-only webinars.
- Provide customers with surprise bonuses.
- Offer special discounts for customers only.
- Showcase a customer's achievements each month.
- Run customer-only contests.

Tips for Surveying Customers

You can help boost customer retention by gathering and implementing feedback from customers. Follow these tips:

- Create short surveys as people are more likely to answer them.
- Try to get those who cancel / refund to offer feedback.
- Encourage honesty in your survey.
- Consider offering an incentive (bonus) for completing the survey.

- Avoid leading questions that could skew results.
- Ask open-ended questions to get valuable insights.

Additional Tips and Ideas for Retaining Customers

- Keep customers engaged by staying in touch regularly.
- Don't be afraid to share personal info to build relationships.
- Create new offers regularly to send to customers.
- Remind customers of recurring billing so that they're not caught off-guard.
- Build anticipation for upcoming content in membership sites, courses, etc.
- Secure special discounts and bonuses from your partners to give to customers.
- Send handwritten thank you notes for an extra-special touch.

Your existing customers are one of your greatest assets, which is why you'll want to make it your top priority to retain them.

Resource 6

20 Types Of Special Offers To Create For A Spike In Sales

One good way to boost conversions and sales is to extend a special offer to your customers and prospects. Here are 20 proven ideas that you can put to work in your business ASAP..

1. BOGO Free

This is your “buy one, get one free” offer. This works particularly well for consumable goods that people purchase repeatedly, for subscriptions or memberships, or for offers where a person might buy one for themselves and one for a friend.

For example, you can create a “buy one month, get one month free” offer for a new membership site.

2. Buy One, Get One at a Discount

This is similar to the previous idea, except that you’re offering the second item at a discount.

For example, “Buy any course at full price, get a second one of equal or lesser value for 50% off.”

3. Flash Sale

Just as the name suggests, this is an extremely limited sale in that the special offer is only good for about 12-24 hours. It also tends to be a really good deal with a steep discount.

Due to the natural urgency of this offer, it tends to really create a flurry of sales. Just be sure you launch your offer at a time and date when your audience is likely to be online and active. (In other words, don’t launch an

offer on a weekend morning in the summer when your audience may be offline enjoying outdoor activities.)

For example: "Flash sale: get [Product Name] for 60% off if you're quick – good for the next 12 hours only!"

4. Discount Coupon

The benefit of offering a coupon is that people tend to share coupon codes on social media and elsewhere so you may get sales from people who you didn't directly advertise to. In addition, affiliates love distributing coupon codes to their audiences.

Your coupon code can offer a dollar-off amount or a percent-off amount. Either way, be sure the discount code comes with a quickly approaching expiration date (such as 72 hours).

E.G., "Use coupon code 50OFF to get \$50 off a yearlong membership..."

5. Introductory Offer (New Customers)

Here's where you extend a special offer to new customers only. You can offer a discount, a bonus, or both a discount and bonus.

E.G., "25% off coupon for anything in our store – good for new customers only."

6. Launch Special (New Product)

This particular promotion is designed to create a flurry of sales around a brand new product. Typically you extend this offer during your launch week (for five to seven days after launch). You can generate extra sales by building anticipation in the weeks prior, as well as getting affiliates to make a big push during your launch week as well.

E.G., "Launch special: get \$100 off PLUS two free PLR reports when you purchase this package of PLR content!"

7. Limited Bonus Offer

The idea here is to offer a bonus product or service that's time-limited or limited by the number of people who take advantage of it.

E.G., "Buy the weight loss course, and you'll get a meal-planning app for free! But hurry, this offer is good for the next 72 hours only..."

8. Matching Credit Offer

The idea behind this incentive is to give your customer a matching credit for a future purchase. One advantage of this offer is that it brings customers back to do repeat business, and in most cases, they'll spend more than the amount of the credit.

For example: "Spend \$50 today, and you'll get a \$50 gift card to spend on a future purchase."

9. Holiday Sale

Here's where you extend a special offer, typically a discount, and frame it as a holiday sale. While the Black Friday Sales are the most well-known and popular types of holiday sales, others include Christmas sales, New Year's sales, Valentine's Day sales, Memorial Day sales, 4th of July sales, Labor Day sales, Halloween sales and similar.

For example: "Black Friday Sale: Take 33% off any product in our store!"

10. Dime Sale

The idea behind this type of sale is that you offer a product or package at a discount and then continually raise the price over the course of the sale until it reaches its regular (full) price again.

One way to do this is to run a sale and raise the price every day. So, you might run a sale for five days and raise the price of an offer by \$10, \$20, \$50 or more each day.

E.G., "Order now to lock in the best price – hurry, the price jumps \$25 at 9am tomorrow!"

The other way to do it is a true dime-sale format where you raise the price by a dime (or a quarter, dollar or some other amount) every time someone purchases the offer.

11. Referral Discounts

Here's where you incentivize your existing customers to refer their friends. Then your customer, or both the customer and the referral, gets a special discount or bonus when the referral becomes a paying customer.

E.G., "Refer a friend, and you'll both get a \$25 credit when your friend becomes a customer!"

12. Customer-Only Offers

Earlier we talked about a special offer for new customers only. This type of special is for customers only, and it's designed to cement customer loyalty and retention.

E.G., "Exclusive discount for existing customers only: get 30% off!"

13. Free Trial Offer

If you have a membership site, subscription or even something like an app, you can extend a free trial.

E.G., "See for yourself how well this fitness app works by using it one week for free!"

14. Low-Cost Trial Offer

This is similar to the last offer, except here the customer pays a small fee. The advantage of this is that you get the customer's credit card on file, so that you can rebill them automatically for a recurring offer.

E.G., "Join now for just \$1 for your first month!"

15. Exit Offers

This is where you present an enticing offer to someone who's leaving your site, especially someone who's leaving your sales page.

E.G., "Wait, don't leave yet – order now, and you'll get \$25 off the ContentCreationU.com package..."

16. Abandoned-Cart Offers

If you have a shopping cart set up or a site where people tend to be logged in, then you can send abandoned cart offers via email.

E.G., "Come back to complete your order today, and we'll give you 25% off!"

17. New-Subscriber Offers

Here's where you offer a special discount to people who join your mailing list. So instead of offering a lead magnet in the form of a report or similar, you're offering a coupon.

E.G., "Join the mailing list now, and you'll get a coupon for 20% off your next order!"

18. Upsell / Cross-Sell Offers

Here's where you extend a special offer on an order form. If the people leave the order form without purchasing the upsell or cross-sell, they lose the discount and / or bonus.

E.G., "Add the WP plugin to your order for just \$25 – that's half off the regular price of this app! This offer is only good until you complete your order, so take advantage of it now or lose the discount..."

19. Customer Loyalty Incentives

Here's where you extend a special offer to someone for being among your very best customers.

E.G., "You're in the top 10% of our best customers, and that's why we're giving you \$10 off your next order!"

20. Anniversary Sale

The idea here is to extend a special offer to your customers to celebrate the anniversary of your business opening.

E.G., "To celebrate 25 years in business, we're giving you 25% off your next purchase!"

Conclusion

As you can see, there are a wide variety of offers you can extend to your prospects and customers in order to boost conversions and sales. But don't limit yourself to one or two of the most popular types of offers. Instead, experiment a bit to see which ones your audience responds to the best.

Resource 7

5 “Set It And Forget It” Ways To Get More Orders Automatically

One of the advantages of running a digital business is that you can set it up in a way that allows you to generate orders even when you’re not actively working in your business. To that end, check out the following “set it and forget it” ways to get more orders.

1. Present Upsells / Cross-Sells / OTOs

When someone comes to your sales page and decides to buy something, you’ve got about as hot of a lead as possible. The person is literally clicking through to your order form with their credit card in hand. And that makes your order form the perfect opportunity to recommend a related offer in the form of an upsell or cross-sell.

Now here’s the key:

Turn your upsell or cross-sell into a one-time offer (OTO).

This means the offer is available exclusively during the ordering process, and if the customer rejects it, they won’t ever see it again. You can create this by offering an amazing price on a product or service, or you can make it so the product or service is simply not available anywhere else if the customer clicks “no” to the upsell.

Want to kick this strategy up one more notch? Then present a countdown timer that shows the offer is only good for a limited time such as the next 60 minutes.

Next...

2. Design Follow-Up Sequences

Your autoresponder is one of your best sales tools which is why you'll want to design and upload follow-up sequences to your autoresponder. For example:

- Anyone who requests your free lead magnet gets a follow-up sequence promoting the tripwire (and other offers later in the sequence).
- Those who purchase the tripwire get a sequence promoting the core offer as well as other offers later in the sequence.
- Those who purchase the core offer get a sequence promoting the backend offers.

The point is that no matter where the prospect or customer is in your sales funnel, they should be getting follow-up sequences promoting products. Be sure to do the following:

- Segment your list so you can get prospects and customers into the appropriate sequences.
- Create evergreen sequences so you don't need to edit them frequently.
- Send out three to five emails per offer you're promoting to boost conversions.

With this strategy, you can set up sequences that run completely on autopilot for months, a year or even longer.

Next...

3. Turn Customers Into Sales People

Your satisfied customers are among our best brand ambassadors, and you can reward them for referring their friends. There are two ways to do this:

- Create a referral program and reward customers with free products and discounts when they refer their friends.
- Recruit customers into your affiliate program so they can earn cash for referrals.

Note that while you can set up a referral program with great success in any niche, turning customers into affiliates works best if you're serving some sort of "make money online" or other business-related niche.

4. Create Promos for Affiliates

If you've already got an affiliate program up and running, then one thing you'll want to do is stock your affiliate center with copy-and-paste promotional materials. This includes:

- Emails.
- Email sequences.
- Blog content.
- Social media content.
- Text ads (for pay per click marketing).
- Graphical ads.
- Rebrandable reports.
- Videos.
- Tools (checklists, templates, worksheets, infographics, mind maps, etc.).

And similar types of content that affiliates can copy, insert their affiliate links, and paste into their various platforms.

Secondly, it's a good idea to set up an autoresponder sequence for your affiliates. You can load up several months' worth of content that includes training that will help them get more sales, motivational messages to encourage them to keep promoting, reminders of the content in the affiliate center, and similar content designed to keep affiliates promoting.

And finally, be sure to send new content to your affiliates on a regular basis. This includes sending new copy-and-paste promo content as well as coupons they can distribute to their audience.

5. Embed ads

Still another way to generate orders automatically is to embed ads and calls to action all throughout your sales funnel. We've already talked about sending promos via email as well as putting OTOs on order forms. Here are other places to embed your ads:

- Embed ads in products. This includes your lead magnets as well as your paid products. For example, you might create a "Featured Product" section in an ebook or put a "Recommended Resources" section in a membership site.
- Put ads on thank-you and download pages. This includes newsletter sign up pages, download pages for paid products, webinar registration confirmation pages and similar.
- Promote offers on your blog. You can promote within the blog content itself and put ads in the sidebar, header, and/or footer of your blog.
- Insert ads on social media. On many platforms, you can even "pin" or "sticky" a post at the top of your page which is a great way to promote an offer.
- Throughout your website. You can put ads anywhere on your website, including on notification bars, in popup windows, in exit-

redirects and so on. For example, if someone is leaving a sales page without buying, you can show them an exit popup window with an ad for a downsell offer.

Now it's time to wrap up...

Conclusion

When you put these ideas to work in your business, you'll find that they don't take very long to implement, but they continue working over the long term.

For example, your autoresponder sequences can literally generate sales for you for a year or even longer.

As such, be sure to put these methods to work in your business as soon as possible.

Resource 8

6 Copy-And-Paste Project Descriptions To Get Other People Growing Your Business

When you start thinking about everything you need to do to grow your business, you're going to quickly realize your to-do list is huge and seemingly never-ending.

What's more, you may not even know how to do all the tasks on your list. Or even if you do know how to do them, there are some tasks that you just won't be able to do very well.

What's the solution to all of this?

Simple: you can outsource the tasks you don't have time to do, those you don't know how to do, those you aren't skilled at, and those you simply aren't interested in doing.

So, instead of you working by yourself seemingly around the clock to get everything done, you can hire a team of specialists to grow your business.

Below you'll find six common business-growth projects that you can outsource, plus project descriptions you can use to help you find freelancers (particularly on freelancing sites such as upwork.com).

NOTE: Project descriptions refer to pay ranges. You'll need to research pay rates for your particular project so that you don't underpay (which attracts poor-quality freelancers) or overpay significantly.

Here's the first project...

Project 1: Product Creation

You can outsource all sorts of product creation, from hiring a freelancer to write a report, to hiring someone to produce a video, to outsourcing app

development and more. Here's an example of hiring someone to create a report.

Description:

ISO experienced ghostwriter who can create a 15,000-word report on the topic of organic gardening. Topics include companion planting, identifying plant diseases, pest control, preparing the soil, weeding, watering, garden planning and more.

Experience writing about organic gardening is a plus. English as a first language is a must. Please send a link to your portfolio.

Pay range: [insert range]

Delivery date: [insert desired delivery date]

Project 2: Affiliate Manager / JV Broker

A JV broker recruits marketing partners, while an affiliate manager does that and runs your affiliate program. Here's an example description for an affiliate manager.

Description:

In search of experienced affiliate manager to run a new affiliate program in a dog training niche. Your responsibilities will include:

- *Finding and recruiting new affiliates.*
- *Creating promo content for affiliates to distribute.*
- *Planning and sending emails to motivate affiliates.*
- *Designing campaigns (such as coupon promos) to motivate affiliates.*
- *Handling inquiries from affiliates.*

And similar tasks – everything that’s needed to run an affiliate program. Must have experience running a program, including using [insert affiliate platform].

Please send information regarding what sort of experience you have as an affiliate manager and / or JV broker. What platforms did you use, what were your duties, and what sort of results did you achieve?

Pay rate: You’ll get [X%] commission for every sale generated by affiliates, plus a base pay rate of [\$X] per month.

Project 3: Copywriting

A copywriter can create everything from lead pages to sales pages to Facebook ads and more. Here’s an example project description for a sales page.

Description:

Wanted: experienced copywriter who can craft a long-form sales page for a productivity app. Details include:

Audience: Small business owners, both male and female, who are looking to get more done in less time.

Product: A productivity app that blocks distracting websites, tracks how much time is spent working, and lets the user set productivity goals.

Price: \$47 for the app, plus a cross-sell for a related guide for \$47.

Optimization experience a plus, and the right person can be hired to optimize the sales process over the next couple months. Please send information about your experience, such as sales letters you’ve created and the conversion rates achieved for these letters.

Pay range: [insert range]

Delivery date: [insert desired delivery date]

Project 4: Content Writer

A content writer can create content for your blog, newsletter list, social media platforms and more. For this description, we'll hire someone to write blog content.

Description:

Wanted: a freelance writer to create a set of ten blog posts about bodybuilding for women. Topics include bodybuilding nutrition, designing a workout, bodybuilding supplements, cardio and more. Experience writing about bodybuilding preferred.

Details: Each blog post will be 500-700 words, and you'll get an outline for each post. The posts will be a mix of step-by-step how-to content and tips.

Please send a link to your portfolio with samples of similar articles you've created. If those samples don't include bodybuilding articles, please detail your experience in this niche.

Pay range: [insert range]

Delivery date: [insert desired delivery date]

Project 5: SEO Specialist

An SEO specialist will optimize your web pages and create special content that's designed to raise your site's visibility in Google and other search engines.

Description:

Wanted: SEO specialist to optimize a 10-page website for the search engines, plus design and implement an SEO strategy for the next three months (and longer if all goes well). Duties include doing keyword

research, working on onsite optimization, creating optimized content, and building links. Experience with voice search a plus.

Please send a link to any case studies or other materials showcasing results you've created for others.

Pay range: [insert range]

Starting date: [insert start date]

End date to be determined

Project 6: Graphic Design

Use this project description to hire someone to design graphics for your products, your ads, or even your website.

Description:

Experienced designer wanted to create ecover graphics in a "make money online" niche. Please send a link to your portfolio.

Pay range: [insert range]

Delivery date: [insert desired delivery date]

Conclusion

Go ahead and tweak the above descriptions for your own needs and then use them on freelancing sites to help you find and recruit reputable freelancers to help you grow your business.

Resource 9

The Post-Sale Planner For Upping Your Order Frequency

You've just made a sale. Now comes the important part: you need to get this customer to order from you again. And again. And again.

That's exactly what this post-sale planner will help you do, as we cover the steps you need to take over the next seven days (and beyond) to get your customers buying products and services from you more often.

Day 1: Look for Promo Opportunities in Your Sales Funnel

Today is a planning and review day where you'll look at your existing sales funnel to find opportunities to sell more products to your existing customers.

Below you'll find a list of points to check throughout your sales funnel. As you check these points, brainstorm a list of potential offers you could promote at these various points:

- Order forms.
- Download pages.
- Thank you / registration / confirmation pages.
- Blog.
- General website.
- Exit redirects on your website.
- Popup windows on your website.
- Notification / hello bars on your website.

- Social media.
- Promos within the products themselves.
- Physical mailings (e.g., sending postcards to customers).
- Follow-up emails for prospects and customers.
- Emails delivering content for membership sites.

For example, you might look at a download page for a product teaching people how to write a novel, and you might create a list of potential promos, such as software that's designed to help people with character development and plotting their novel. NOTE: Brainstorm widely here, even if you don't yet have a particular product created or in your sales funnel yet.

Day 2: Insert Promos

Today's task is to start implementing what you planned yesterday. You can start by inserting promos for your existing products, such as promoting your foundational (core) offer inside your frontend (tripwire) product. You can then move on to other items on the list from yesterday, such as thank-you page promos, download page promos and so on.

If you don't yet have a product to promote in certain places in your sales funnel, then the other thing you'll want to do is look for affiliate offers that are similar to what you had in mind. Consider these temporary placeholders as it's always best to promote your own offers whenever possible. So, use affiliate offers until you get your own offers created. Which brings us to the next point...

Day 3: Plan Additional Offers

In Day 1, you brainstormed potential offers that you could promote in various places on your platforms and throughout your sales funnel. Now today is another planning day as you'll want to take a closer look at your brainstormed ideas and do the following:

1. Determine which product ideas are in demand. Here you'll do your market research in order to determine which product ideas are likely to sell well. Note that promoting affiliate offers temporarily also gives you the opportunity to see which ones are selling well – you can then create something similar, yet better.
2. Determine which product ideas are a good fit for that particular place in your funnel. A product may sell well, but you need to figure out if it's the next natural step for a customer who purchased a particular product.

Again, today is a planning day, so complete the research. Later in this planner, you'll start working on the products.

Day 4: Plan Email Follow-Ups

The next step is to plan email follow-ups for your customers. Plan on starting with at least a three to five email sequence for each product someone purchased, and then over time, you can add additional emails to the sequence.

For example, a customer just purchased a tripwire offer such as guide to picking a project car for restoration. You'd then create a five-email sequence promoting a full video course that shows people how to restore the car. Your job today is to plan what will appear in every email in every sequence you send.

Day 5: Segment Your List

Your next step is to determine how to segment your list and then implement segmentation according to your email service provider's instructions. That way you can send highly targeted ads and offers to each segment.

NOTE: You should have "tags" or "segments" for EACH product in your funnel. You can also segment by:

- Location and other demographics.
- Whether a customer uses coupons / takes advantages of sales.
- Other topics the person has expressed interest in.

Next...

Day 6: Review Your Retention Strategy

Retention and customer satisfaction are big keys to getting customers to make repeat purchases. That's why you'll want to review your business to be sure you're retaining customers. Check these points:

- Are you creating in-demand, high-quality offers?
- Do you under-promise and over-deliver?
- Do you have exceptional customer service?
- Is your website user-friendly?
- Where do people tend to cancel / ask for refunds – and why?
- Do you offer surprise bonuses?
- Do you offer special perks, such as customer-only offers?
- Do you interact with your audience to build relationships, such as in a private Facebook group?
- Do you have onboarding sequences in place for your products?
- Do you survey your customers to get ideas for improvement?
- What else can you do to improve customer satisfaction and retention?

Next...

Day 7: Plan Special Promos

Another way to boost sales is to run promos. To that end, today you'll want to plan special promos to send to your existing customers. These promos may include items such as flash sales, BOGO offers, holiday sales, matching-credit offers, coupon codes and more. Go ahead and plan promos, including what product you'll promote, the details of the offer, and when you plan to promote. (Plan six months to a year out.)

TIP: Take a moment and plan out what sort of content you'll use to promote these special offers.

And finally...

Conclusion: Day 8 and Onward: Implementation

Now that you've planned out ways to generate repeat purchases, your next step is to create a schedule for implementing your strategy. For example, you need to:

- Create additional products for your sales funnel.
- Create promo materials for special offers.
- Create email follow-up sequences.

And so on. Schedule everything you need to create and / or outsource so that you can implement this strategy as quickly as possible.

Resource 10

The 4 Most Important Things You Must Do To Keep Growing Your Business

When it comes to growing your business, there are four main ways to do it:

- Increase Number of Leads
- Increase Number of Customers
- Increase Transaction Amount Per Order
- Increase Purchase Frequency (Repeat Purchases)

Your overall growth strategy should implement all four of these methods. And with that in mind, below you'll find an overview of each of these methods along with a weekly schedule that includes a balance of tasks to complete in order to achieve growth in all four areas.

Let's start with an overview...

1. Increase Number of Leads

This is all about generating more traffic and leads to your website, including your lead pages and sales pages. Your tasks here include designing an overall traffic strategy and then implementing your plan. Your traffic plan may include, but is not limited to, activities such as:

- Guest blogging.
- Placing paid advertisements.
- Creating content for your own blog.
- Optimizing content for the search engines.

- Social media marketing.
- Video marketing.
- Starting an affiliate program.
- Doing joint ventures.
- Distributing press releases.
- Creating viral campaigns.
- Installing a customer referral program.
- Running contests.

And similar – you should create a robust traffic strategy, though you should focus on and implement just one method at a time until you’re getting good results.

2. Increase Number of Customers

This method focuses on conversion optimization in order to turn leads into customers. Some of the things you can do to improve conversions include:

- Improving your sales copy.
- Running irresistible promos (such as free or low-cost trials, coupons, etc.).
- Testing and tracking your landing pages, content and ad campaigns.
- Capturing leads on your mailing list.
- Sending content to your list to build good relationships.
- Using content marketing to establish your expertise in your niche.

- Gathering (and using) testimonials, case studies and other proof.
- Creating bonuses designed to overcome objections and boost conversions.

- Making your site user-friendly, accessible for all, and easy for people to place orders.

Next...

3. Increase Transaction Amount Per Order

The goal here is to increase the transaction amount for each product in your sales funnel. Some of the tasks you need to do to achieve this include:

- Raise your prices.
- Create higher-priced products.
- Offer upsells on the order form.
- Offer cross-sells on the order form.
- Offer one-time offers on the order form.
- Design membership site levels so that people choose the higher price points (offer a LOT more value for just a little more money for the top membership level).

And finally...

4. Increase Purchase Frequency (Repeat Purchases)

The fourth prong of business growth is to increase purchase frequency. In other words, you want your existing customers to make repeat purchases and make them more often.

Here are the types of steps you need to take to increase purchase frequency:

- Create subscription / recurring offers.
- Add more products to your sales funnel at a variety of price points.
- Create a customer loyalty program.
- Install an onboarding sequence.
- Send follow-up emails with additional offers.
- Embed offers all throughout your sales funnel.
- Focus on customer retention strategies (superb products, superb customer service, etc.).

Now let's pull all this together into a weekly schedule...

Example Weekly Schedule

Now that you know the four components of business growth, it's time to take steps to achieve growth in each of those areas. Here's what an example weekly schedule might look like, where you do tasks from each of the four methods:

Day 1:

1. Increase Leads: Find a guest blogging opportunity and create a blog article.
2. Increase Customers: Send an email to your mailing list to build relationships and promote an offer.
3. Increase Transaction Amount: Add a cross-sell to an order form for one of your products.

4. Increase Repeat Purchases: Plan a new continuity offer such as a fixed-term membership site.

Day 2:

1. Increase Leads: Do keyword research and then optimize your most popular and high-converting web pages for those particular keywords.
2. Increase Customers: Find a new paid ad opportunity and start a campaign. Be sure to test and track it.
3. Increase Transaction Amount: Track and test pricing on one of your existing offers to see if you can raise pricing without affecting conversions.
4. Increase Repeat Purchases: Create one lesson / module for the membership site you planned on Day 1.

Also, review your data on existing offers to determine when and where people are dropping out of your sales funnel, going inactive, canceling or asking for refunds, and then see if you can spot patterns and determine why it's happening.

For example, if people stop reading your onboarding sequence after three emails, then tweak those emails to make them more useful and engaging, including creating better subject lines.

Day 3:

1. Increase Leads: Find five new marketing partners and send them invitations to join your affiliate program.
2. Increase Customers: Insert a new ad on your blog (such as a featured product in the sidebar).

3. Increase Transaction Amount: Design an enticing one-time offer and install on your order form.

4. Increase Repeat Purchases: Create another lesson / module for the membership site you planned on Day 1.

Also, review your customer service protocols to see if you can improve service which improves satisfaction and retention.

Day 4

1. Increase Leads: Plan a customer-referral program (preferably two-way program). Research what tools you need to run it automatically.

2. Increase Customers: Find an optimization expert / copywriter to help you improve your lowest-converting sales letter.

3. Increase Transaction Amount: Add value to one of your existing products (such as adding bonuses) and then increase the price. Be sure to test and track.

4. Increase Repeat Purchases: Create another lesson / module for the membership site you planned on Day 1.

Day 5:

1. Increase Leads: Implement the customer-referral program you designed yesterday.

2. Increase Customers: Find a podcast where you could potentially be a guest expert and get in touch with the host to propose they interview you.

3. Increase Transaction Amount: Create a new product (such as a report) that you can offer as a cross-sell alongside one of your products.

4. Increase Repeat Purchases: Create another lesson / module for the membership site you planned on Day 1. (Continue this for however many days it takes to complete the offer.)

Conclusion

The above schedule is just an example as are the tasks mentioned throughout this guide. The overall idea is that you want to take consistent steps each and every week to achieve growth in all four of the areas you just learned about.