

CALENDAR

FULLY BOOKED!

How to Have the Sales
Conversation that Actually
Gets You Paid!





Brian Anderson Presents: Sales Conversation that Actually Gets You Paid!

Week 1

Monday

AM

1. Make sure you have identified your real specialty:
 - How you can help
 - Who you can help
 - Who you cannot help
 - The transformative result you can offer
 - Which gap you fill
2. Make sure you have identified an audience who is:
 - Active and proactive
 - Eager to pay
3. Make sure you have identified what makes you unique.
4. **Write a simple landing page** reflecting these points.
(Write several versions—just on a notepad or in a text file)

PM

Take Appointments



Brian Anderson Presents: Sales Conversation that Actually Gets You Paid!

Tuesday

AM

1. Research your niche to confirm you have chosen a paying market—one that will easily command prices you need to charge.
2. Visit merchant sites to see if your niche area of specialty is rich with books, articles and products built around it. Start with:
 - Amazon.com
 - ClickBank
 - Magazines.com
3. **READ THE REVIEWS.**

This will tell you what people love about these offerings—and what they're disappointed with—or didn't find.

What they are disappointed with or didn't find is the perfect clue to your next program or product. (And be sure to incorporate more of what they loved.)
4. Write a client demographic based on the paying customers who wrote the reviews.
5. Take a look at the landing page content you wrote yesterday. Is it speaking directly to this demographic "snapshot"?

PM

Take Appointments and Sales Calls



Brian Anderson Presents: Sales Conversation that Actually Gets You Paid!

Wednesday

AM

1. Take a look again at your product/program/book—and at your demographic. Think about how to describe it to them.

Decide:

- What would that ideal client seize on as its most transformative feature?
 - What huge benefit will she love—and be willing to pay for?
 - How high is its perceived value?
 - How can you make that value irresistible? (What will sweeten the pot and tip the scales over other offers?)
2. Read your landing page again. Have you highlighted the right points?

PM

Take Appointments and Sales Calls



Brian Anderson Presents: Sales Conversation that Actually Gets You Paid!

Thursday

AM

1. Decide how your landing pages will be created:
 - ☐ Outsourced
 - ☐ Using LeadPages®
 - ☐ Using a WordPress Theme that includes a landing page template
 - ☐ Using a plugin
 - ☐ With HTML and CSS
2. Set them up—either contact your web designer or contractor, sign up for LeadPages® or create the code.

PM

Take Appointments and Sales Calls



Brian Anderson Presents: Sales Conversation that Actually Gets You Paid!

Friday

AM

1. Go back over your sales copy and research this week.
 - Are you happy with it?
 - Are there any mistakes in targeting that you need to correct?
 - Are you speaking to the right person?
 - Are there any mistakes in spelling and grammar that you need to correct?
 - Are you happy with the **visual look** of the finished landing page?
2. Ask for feedback from select people.

Example:

 - Family member who has a good critical eye and a basic understanding of business/what you do
 - Trusted members from a peer networking group
 - Select fans
 - Your assistant
3. Check the branding. Does it reflect your persona? Is it consistent with your other web presences in graphics, color and other visual elements?
4. What can you do to make it even better? If something occurs to you—do it!

PM

Take Appointments and Sales Calls



Brian Anderson Presents: Sales Conversation that Actually Gets You Paid!

Week 2

Monday

AM

1. Check any feedback from people you shared your landing page design and/or sales text with last week.
2. Make any tweaks that need to be made.
3. Step up your calls to action:
 - Remove unnecessary or weak words
 - Be direct
 - Be positive
 - Tell them what to do
 - Make it easy for them to click
 - Put more than one clickable element or link on your landing page—or else create one unmistakable big button
 - Make sure your button text is a command
 - Make sure your button or links stand out
 - Make sure your calls to action occur at the ideal psychological moments

PM

Take Appointments and Sales Calls



Brian Anderson Presents: Sales Conversation that Actually Gets You Paid!

Tuesday

AM

1. Review your landing page. Can you make it even easier for them to say “yes”? If so—adjust it.
2. Write social messages and ads to drive people to your landing page.

PM

Take Appointments and Sales Calls



Brian Anderson Presents: Sales Conversation that Actually Gets You Paid!

Wednesday

AM

1. Write blog posts to drive people to your landing page.
2. Pre-schedule them.

PM

Take Appointments and Sales Calls



Brian Anderson Presents: Sales Conversation that Actually Gets You Paid!

Thursday

AM

1. Create a section on your website letting people know you are available for interviews or guest posts. (Either in a Media section or under the blurb in your “Contact” or “About” pages)
2. Find useful peers whose audience would love a guest post from you on your topic. (Make sure it is one that augments or complements your potential host’s specialty!)
3. Make a list of potential hosts who accept guest posts.
4. Contact them with a query.

PM

Take Appointments and Sales Calls



Brian Anderson Presents: Sales Conversation that Actually Gets You Paid!

Friday

AM

1. Write and create your actual sales page, if different from your landing page.
2. Decide how you will drive people to your sales page: A webinar? An announcement? An ad? A question, survey or strategy session offered on your landing page?
3. Write emails driving people to your landing page. PRESCHEDULE THEM.

PM

Take Appointments and Sales Calls



Brian Anderson Presents: Sales Conversation that Actually Gets You Paid!

Week 3

Monday

AM

1. Gather up all your created content and go over your contact strategies.
2. Plan your webinar or other sign up bonus or event.
3. Get feedback from those you trust.
4. Have a qualified assistant proof and double-check all your coding and copy.
5. Check all your links.

PM

Take Appointments and Sales Calls



Brian Anderson Presents: Sales Conversation that Actually Gets You Paid!

Tuesday

AM

1. Check responses to guest interview inquiries.
2. Write any requested articles or set up and confirm upcoming live interviews.

PM

Take Appointments and Sales Calls



Brian Anderson Presents: Sales Conversation that Actually Gets You Paid!

Wednesday

AM

1. Create resources for your affiliates:
 - Emails
 - Ads
 - Posts
2. Make sure your affiliate resources provide strong, clear calls to action.

PM

Take Appointments and Sales Calls



Brian Anderson Presents: Sales Conversation that Actually Gets You Paid!

Thursday

AM

1. Check into potential JV partners. Decide how you will contact any who leap out at you.
2. Initiate contact, giving them plenty of lead time.

PM

Take Appointments and Sales Calls



Brian Anderson Presents: Sales Conversation that Actually Gets You Paid!

Friday

AM

1. Write a follow up email series for your subscribers.
2. Make sure you include reminder emails about your offer.
3. Mix your emails with tips, a mini-course, quotes, interesting news and stories they will care about.
4. Check email for responses from potential guests or JV partners. Acknowledge and respond back immediately, taking the appropriate action.
5. Make it personal in your emails—give your ideal client a clear reason as to why she needs to respond to your email—urgently.

PM

Take Appointments and Sales Calls



Brian Anderson Presents: Sales Conversation that Actually Gets You Paid!

Week 4

Monday

AM

1. Plan to deepen contact with your prospects (or prospective allies). Decide on additional contact strategies, such as:
 - ☐ Snail mail
 - ☐ Postcards
 - ☐ Phone calls
 - ☐ Free events
2. Plan and set up whatever you have decided on. Purchase your postcards, buy postage, make a list of people to call, figure out the best time to call them and how many you will call per day, etc.

PM

Take Appointments and Sales Calls



Brian Anderson Presents: Sales Conversation that Actually Gets You Paid!

Tuesday

AM

1. Check email for responses from potential guests and JV partners. Acknowledge and respond back immediately, setting up what you need to.
2. Answer interview questions for those who are allowing you to do so in advance.
3. Write guest posts, if requested.

PM

Take Appointments and Sales Calls



Brian Anderson Presents: Sales Conversation that Actually Gets You Paid!

Wednesday

AM

1. Update your landing page testimonials and website testimonials. Decide:
 - Are they in the correct spot? The correct section?
 - What needs cutting out (keep only the most important, detailed line or two, whenever possible)
 - Where else you need to place these
2. Contact current or past clients and ask for new testimonials if you need to (“I’m updating my website and I would appreciate it so much if you could say a word or two on how I helped you to _____”)
3. Tweak what needs to be tweaked, testimonial-wise:
 - The title of your section (e.g. “Testimonials” to “Client Successes” or “Praise for [Your Name]”)
 - Editing out unnecessary pieces
 - Changing the visual appearance of testimonials
 - Asking for updated photographs
 - Checking web links

PM

Take Appointments and Sales Calls



Brian Anderson Presents: Sales Conversation that Actually Gets You Paid!

Thursday

AM

1. Choose any other successful clients to profile. Set up interviews with them—getting quotes on how your product or strategy specifically helped them.
2. Prepare for interviews where you are the guest. Pay particular objection to anticipating objections and turning them into positives.

PM

Take Appointments and Sales Calls



Brian Anderson Presents: Sales Conversation that Actually Gets You Paid!

Friday

AM

1. Make sure you are on target and incorporating your strong, clear calls to action (verbal, visual and written) at every opportunity.
2. Analyze the results of powering up your sales conversations!

PM

Take Appointments and Sales Calls