

CHECKLIST

FULLY BOOKED!

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





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- I am targeting people who can pay and I have seen evidence of that fact

- My website and landing pages uses language that:
 - Will strongly appeal to my ideal client or subscriber
 - Will repel those who are not my ideal client or subscriber

- I am stating in each landing page:
 - Who I can help
 - How I can help (how my help will transform)
 - Who will not be helped by my programs right now

- I have removed all “clutter” and non-essential or weakening words from my landing page copy

- I have identified specifically exactly which gap I promise to fill

- I have made clear on my website who my services or products are NOT for

- I am making sure I am creating goods, programs and services for a niche that is not only active, but who pays without hesitation for things related to their specialty interest

- I am checking competitors’ testimonials for clues as to who my market might be/who is likely to pay for similar offerings

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- I am talking about the results my offerings can help create

- I have identified and stated my single biggest transformational benefit on my landing page

- I am taking into account my ideal client's personality traits and preferences

- I have identified which offerings or bonuses will create such a high perceived value, my ideal client will be eager to pay

- I am consciously avoiding:
 - Using wimpy or tentative words

 - Assumptions (such as "people will click on my Buy button; I don't have to tell them to do so")

 - Cluttering my landing and sales pages with too much information

 - Presenting suggestions rather than actual calls to action

 - Using the conversion-losing word "submit" on my website buttons

 - Camouflaging my calls to action with visual distractions or mistakes (such as using colors that blend into the background on my buttons)

 - Unclear instructions

 - Not getting to the crux of the problem and revealing the transformation I can offer, before presenting my call to action

 - Not providing a huge, real incentive to make them want to click

- I have identified the best psychological moment to present my call to action

- I am telling my ideal clients clearly what to do "right now"



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- I am making it easy for my ideal client to say “yes” with tactics and incentives such as:
 - Payment Plans
 - Early-bird pricing
 - Early-bird bonuses
 - A clear reason why she should say “yes” right now
- I am creating a real sense of urgency by imposing:
 - Time limitations on the offer
 - Time limitations on the bonuses
 - Limitations on the number of takers
 - Real-time events on specific dates/time slots
 - Short replay times for these events
- I have asked my affiliates to share the news of my offer
- I have provided my affiliates with bonuses, incentives and resources
- I have made myself available for interviews and...
 - Let my affiliates and JV partners know
 - Prominently announced this on my website
- I have made my offer feel as if it is personally directed at my client, promising her a realistic hope of achieving a specific result

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- ☐ I am considering alternate means of contact, such as postcards and telephoning
- ☐ I am making sure my reminders are:
 - ☐ Important to the person I'm reminding
 - ☐ Something she will be glad to be reminded about
- ☐ I am using social proof and client testimonials/praise/success stories to bolster my claims that my Marketing Strategies/programs/products get real results
- ☐ I am using visual tactics to step up the testimonials I display on my website, such as:
 - ☐ Differing background colors to make them stand out
 - ☐ Profile photos
 - ☐ Text elements such as large quotes or headers
 - ☐ 'White' space
 - ☐ Boxes
 - ☐ Graphics
 - ☐ Other _____



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- ☐ I am using interactivity wherever possible to showcase successful clients, such as:
 - ☐ Video testimonials
 - ☐ Sound clips
 - ☐ Rotating photo galleries
 - ☐ Slideshows
 - ☐ Interviews
 - ☐ Other _____
- ☐ I have ensured testimonial givers' links and contact information is accurate and verifiable
- ☐ I have ensured their online business presences represent the potential clientele who may be interested in checking them out
- ☐ I have checked to see that my testimonial givers are actually charging prices that are in line with their niche
- ☐ I have instituted practices to actively solicit testimonials, including:
 - ☐ Placing a feedback form with question prompts on my website
 - ☐ Asking for the testimonials
 - ☐ Asking in feedback forms at live events
 - ☐ Asking in follow up emails
 - ☐ Asking personally, when appropriate
 - ☐ Other _____



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- I have anticipated objections, and I am ready to turn them around and show how easily I can offer solutions and benefits that make my offers worthwhile
- My prices do reflect the amount of work/the production budget of my offer, so that a healthy profit is built in
- I realize that objections can actually be the beginning of engagement
- I understand that when I help my potential clients take that next step and commit, I am helping them transform their lives!