

CREATING IRRESISTIBLE CONVERSION CONTENT & SETTING UP CALLS

Before we dive into the logistics and art behind setting up your sales calls, let's go over some key elements you have already learned. Remember that you have already been building, sharing, nurturing and growing your community of followers. While they already know you, they may not know where to "check out". Like we always say, selling is service. If you do not give your DOT the opportunity to buy from you, they will miss out on the value you have to offer. Don't let your DOT down! Now is the time to step up to the plate and let them know... You are ready to help!

Audience Building

Audience Building Checklist:

- ☐ Identify the specific needs/pain points of your DOT.
- ☐ Create 2-3 credibility posts weekly addressing those specific needs.
- ☐ Choose a platform.
- ☐ Identify the top 10 industry experts that are currently serving your DOT or a similar audience.
- ☐ Scan recent posts from these experts and look for people who are highly engaged with their content (These are your prospective DOT's).
- ☐ Research your prospective DOT.
- ☐ Like 2-3 posts and leave 1-2 genuine comments that offer them value.
- ☐ Message your new prospective DOT.

The 3 C'S

1. Content: This is where we create compelling messaging (conversion content) coupled with a call to action.

2. Conversation (DM): A rule of thumb is to begin organic conversations with anyone that is highly engaged with your content utilizing the script below.

3. Call (Sales): The best way to sell your products or services is to do so virtually face-to-face. Once you have built a meaningful relationship with your prospect through a DM conversation, and have qualified them as a prospect, you can now ask them if they would like to have a call and discuss your product or service through a heart centered place.

- Always have, your primary offer & your downsell offer (Only used as a last resort, if appropriate)

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Setting Up Calls

Communicating Your Compelling Personal Story:

1. The Beginning: Here you will let your audience know a bit about your background.

2. The “Fall”: This is where you outline the struggle you faced or where you see others struggling.

3. The Hero’s Journey: This is where you picked yourself up and continued to move forward through adversity. Here you will highlight the lessons you learned that allowed you to break through the challenges.

4. The Breakthrough: When you applied all of the learnings and had a major life breakthrough. Be sure to relay how life changed, what things were different, and most importantly, how you felt.

5. The CTA: Directing Your Audience On What To Do Next Using A Call to Action

- Example CTA's:
 1. If you are interested in learning how you can go from (problem) to (ideal outcome) DM me the word COACH and I will reach out to see if my program/course is a fit for you.
 2. Interested in learning more? I would love to hear from you, comment down below and I will be in touch with you to chat about my program!
 3. If you want to learn more about my offer, check out the link in my bio!

Conversations That Lead To Sales:

- Private Message/Chat to build rapport
- RECOMMENDED RESOURCE: Create a Calendly account so that your prospective client can easily schedule a call that works with both of your schedules & is seamless to book.
[LINK TO CALENDLY HERE!](#)

December 10th - 12th:

- Schedule Sales Calls:
 - **Saturday** - December 11th at 1 PM PST
 - **Sunday** - December 12th at 10 AM PST

Sales & Persuasion Workshop

CRAFTING YOUR CONVERSION CONTENT

Conversion content begins with you & keeps your DOT's desired outcomes in mind. Start drafting your content below by outlining your Story and writing a Call To Action!

1. The Beginning:

2. The Fall:

3. The Hero's Journey:

4. The Breakthrough:

5. The CTA: