

THE SALES GROWTH SHORTCUT

5 STEPS FOR DOUBLING YOUR SALES IN 10 DAYS, THEN KEEPING THEM IN A CONTINUAL GROWTH CYCLE

STEP 1:



CREATE AN EXCEPTIONAL OFFER FOR YOUR BEST PRODUCT OR SERVICE

- Products fail to sell well because your offer isn't as effective as it could be
- Improve your offer, and you'll automatically increase your sales with no cost and no risk

USE A 3-EMAIL SALES EXPANSION SEQUENCE TO SELL YOUR BEST PRODUCT OR SERVICE

- Check your records to find your best performing email for your best product
- Use your best performing email to create a 3-email sequence (Notification – Reminder – Last chance) to sell your best product
- This alone can double your sales in 10 days
- Repeat this Sequence without change 4 to 12 times per year

STEP 2:



INCREASE YOUR PRICE AND YOUR SALES WITH A SALES EXPANSION SEQUENCE BUNDLE

- Using your emails from Step 2, bundle a few high-perceived value extras with your best product or service
- If these extras are digital, like a report, cheat sheet, or roadmap, it costs you nothing
- By bundling this way, not only can you increase your price (often substantially), but in many cases you'll sell more of your main product than you would without this

STEP 3:



CONVERSION OPTIMIZATION

- Check your email list and you'll see that on average, just 5% of your list is paying customers
- You can convert many of the remaining 95% by using simple joint ventures to offer them products and services they need, but you don't normally offer
- Sending just one offer per month can grow your conversions – and profits – by 40% or more

STEP 4:



REPEATING THIS SYSTEM WITHOUT INTERRUPTION IS THE FASTEST, EASIEST WAY TO CONTINUALLY GROW YOUR SALES AND PROFITS

STEP 5:



The Sales Growth Shortcut

5 steps for doubling your sales in 10 days, then keeping them in a continual growth cycle

Most businesses find it difficult to keep their sales in a continuous growth cycle. But achieving this is actually much easier than you might think. Plus, when you do it properly, you can also increase your prices and multiply your conversions at the same time.

How is this possible? By leveraging the most valuable asset you have – your subscriber list. If you check your records, you'll see that roughly 5% of the people on your list are customers. The remaining 95% are prospects who haven't yet converted to paying customers.

So the greatest shortcut to continual sales growth is to focus more attention on your subscribers – both your customers and prospects who already know and trust you. Leveraging your relationship with your subscribers will pay you greater dividends, immediately and for years to come, than any other method.

Plus, because email drives this entire system and you already have the email addresses of your subscribers, you never have any cost or risk to do this.

So let's take a deeper look at the simple 5-step **Sales Growth Shortcut** that will pay you dividends for years to come.

Step 1: Create an exceptional offer for your best product or service

If your product or service isn't selling as well as you'd like, it's nearly always because your offer isn't as effective as it could be. Improve your offer and you'll automatically increase your sales with no cost and no risk.

Most offers are based on price, features and convenience. But what customers care about is the *outcome* they get from using your product or service. Focus your offer on the ideal outcome your customers are looking for and you can't go wrong.

Step 2: Use a 3-email Sales Expansion Sequence to sell your best product or service

Most companies constantly try to reinvent the wheel by creating email after email to sell their best product or service. A better method is to track the results of all your emails, then using 80/20, pick only the best of the best and repeat them.

Plus, when you repeat your best emails, do this by creating a 3-email sequence for each of your best emails. Send your emails a day or two apart from each other using the framework:

Announcement – Reminder – Closing Now. Simply by doing this and nothing else, many of my clients see immediate sales growth of 70% to as much as 330%.

This is the strategy I use to consistently double my clients' sales in just 10 days. And because few companies even know about this strategy, it gives you a powerful advantage your competitors can't hope to match.

Step 3: Increase your price and your sales with a Sales Expansion Sequence Bundle

Take what you did in Step 2 and bundle a few extras with your best product or service. If these extras are digital, like ebooks, guides, cheat sheets, or roadmaps, it costs you nothing. However, the perceived value must be high.

By creating a bundle like this with higher perceived value, not only can you increase your price (often substantially), but in many cases you'll sell more of your main product than you would without this.

Bonus Tip: Test building your offer around your extras rather than your product or service. The late, legendary marketer, Gary Halbert, built a hugely profitable newsletter business using this strategy.

Step 4: Conversion Optimization

As I mentioned a minute ago, if you look at your email list, you'll see that on average, just 5% of your list is paying customers. That means that you have an exceptional opportunity to grow your sales by converting some of the remaining 95% to paying customers.

One of the fastest and easiest ways to convert more of the remaining 95% is to use simple joint ventures to offer them other products and services they need, but you don't normally offer. People who buy a diet book will be eager to buy cookbooks, fitness programs, exercise equipment, exercise shoes and clothing, and much more. And the same goes for any product or service.

Simply find the vendors that already have what your subscribers want and strike deals to sell them for a commission. Doing this gives you two advantages. First, you'll convert more prospects to paying customers. Second, this often gets these new customers to take another look at your main product or service, resulting in even more sales.

Step 5: Repeating this system without interruption is the fastest, easiest way to continually grow your sales and profits

A minute ago, I mentioned that one of the best ways to make more sales is to identify past emails that did the best job of selling your best product and repeat them. And you can actually

repeat your Sales Expansion Sequence at least once each quarter without any drop off in sales from it.

As simple as this sounds, few companies ever do this. Which is a shame, because it means you're leaving so many sales on the table.

But to extend this even further, the same thing goes for this entire system. Once you have it up and running, which only takes a few hours of your time, repeating the entire system quarterly or even monthly will keep your sales and profits in a continual growth cycle.

Plus, it's simple and doesn't require you to spend a penny to produce exceptional results!

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About Bob Serling



Bob Serling is a 35-year marketing veteran and the founder of LicensingLab. His innovative take on marketing has helped thousands of businesses and entrepreneurs produce exceptional results.

Bob has been the monthly marketing columnist for Success Magazine... invented a skateboard toy featuring Tony Hawk's branding that was sold in toy stores and department stores all over the world... co-created and licensed advanced assessment software currently being used by many Fortune 500 companies... created a one-and-a-half page prospecting letter for a client that landed an agreement for a \$25 million project by being sent to just one prospect – then licensed that same letter to 14 different industries... and much more.

He's perhaps best known for having pioneered the use of generating substantial, ongoing sales and passive revenue by leveraging your list of customers and subscribers. Because your list is an asset you already have but aren't fully capitalizing on, his strategies let you quickly create new sales and profit centers with no additional cost or risk.

If you have questions or would like help implementing part or all of The Sales Growth Shortcut, please contact Bob Serling at:

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