

THE NO-COST SALES GROWTH CHECKLIST

**26 Ways to Grow Your Traffic, Sales,
and Passive Revenue — Without
Spending a Penny**



BOB SERLING

Copyright Notices

Copyright © by Bob Serling

All rights reserved.

No part of this publication may be reproduced or transmitted in any form or by any means, mechanical or electronic, including photocopying and recording, or by any information storage and retrieval system, without permission in writing from the publisher. Requests for permission or further information should be addressed to LicensingLab, 2033 San Elijo Avenue #220, Cardiff, CA 92007.

Published by LicensingLab

2033 San Elijo Avenue #220

Cardiff, CA 92007

www.LicensingLab.com

Printed and bound in the United States of America.

Legal Notices

While all attempts have been made to verify information provided in this publication, neither the author nor the Publisher assumes any responsibility for errors, omissions or contrary interpretation of the subject matter.

This publication is not intended for use as a source of legal or accounting advice. The Publisher wants to stress that the information contained herein may be subject to varying state and/or local laws or regulations. All users are advised to retain competent counsel to determine what state and/or local laws or regulations may apply to the user's particular business.

The purchaser or reader of this publication assumes responsibility for the use of these materials and information. Adherence to all applicable laws and regulations, both federal and state and local, governing professional licensing, business practices, advertising and all other aspects of doing business in the United States or any other jurisdiction is the sole responsibility of the purchaser or reader. The author and Publisher assume no responsibility or liability whatsoever on the behalf of any purchaser or reader of these materials.

Any perceived slights of specific people or organizations is unintentional.

The cure for slow or inconsistent sales

I see this over and over again. A company's sales begin to slow down for no apparent reason, and you try to fix it by doing more.

More ad spend.

More lead magnets.

More AI to generate traffic, offers, copy, landing pages, and everything else under the sun.

More effort, more expense, and more long hours that cause you to miss out on the things you love.

But the one thing there isn't more of? More sales.

Here's the solution – and it's simpler than you think

The problem is that "more" doesn't work when your sales are stuck and won't budge. Because you can't pull more sales out of a system that's already been drained.

And if you understand a simple pivot, you don't have to waste all that time and money. You don't have to be constantly frustrated.

Because the real solution is staring you in the face. You just haven't been able to see it yet.

So what is that solution? To put it as simply as possible, it's...

Your List

Making more sales to your list of subscribers and customers is the easiest way possible to generate an immediate burst of sales. And keep those sales flowing consistently, month-in and month-out.

In fact, Harvard Business Review reports that making additional sales to your existing list is as much as 27 times easier than making sales to new leads. And as much as 95% more profitable.

Plus, because you're leveraging the list that you already have, primarily by sending simple emails, you never have any cost to do this.

So let's dig deeper and I'll guide you through a Checklist of 26 no-cost methods you can use to unlock the wealth of traffic, sales and passive revenue that's readily available in your list.

A quick note about terminology

This material is designed to help you generate significantly more sales of your products and services. And to do this with no cost and no risk.

However, in doing so, continuously repeating the phrase “products and services” gets cumbersome and makes sentences feel awkward. So for the remainder of this material, whenever you see the word “product”, please know that it means “products and services”.

Two Core Principles for massively increasing your traffic, sales, and passive revenue

Before I get to the 26 methods in the actual Checklist, there are two **Core Principles** that are critical to consistently making more sales. Most business owners and entrepreneurs are either unaware of these principles or overlook them. So you can stay miles ahead of your competition by doing nothing more than understanding and acting on these principles.

Core Principle #1 – Remarketing to your own list is by far the most effective way to massively increase your sales with no cost and no risk.

I mentioned above that Harvard Business Review published a study showing that making additional sales to your own list is as much as 27 times easier than converting new prospects to paying customers. And many other studies underscore the same findings.

In addition to this, because you have no cost and no risk to sell more products to your own list, these sales can be as much as 90% more profitable. And as you’ll see when we get to the details of the Checklist points, some forms of these sales can actually come in at a 98% profit margin.

Once you understand this **Core Principle**, it should now become nearly impossible to overlook devoting significantly more time and effort to capitalizing on the easiest sales you could ever ask for.

Core Principle #2 – The most effective thing you can do to increase your sales immediately, and for as long as you’re in business, is to determine *exactly why* your customers buy.

The vast majority of businesses develop their products based on the features and benefits they think their customers will want the most. Or the features and benefits they believe will set them apart from their competitors.

But that isn’t how customers judge a product or service. It isn’t even close.

While it’s true that customers want to achieve a specific outcome that the features of your product may deliver, customers actually use your product every day. And the *experience* they have when using your product is what encounter on a daily basis.

So contrary to what you've been taught in marketing courses, your customers actually rate features and benefits as a distant second compared to the experience they most want to have.

This means that the single most effective thing you can do to improve your sales is to understand the precise experience your customers most want to have when using your product. Because getting that ideal experience, far more than any other factor, is the real reason why your customers buy your product.

On the flip side of this, if you fail to understand and deliver the exact experience your customers want to have, your sales will never meet their full potential. And you'll be opening the door for your competitors to walk in and command the dominant position in your market.

26 Ways to Grow Your Traffic, Sales, and Passive Revenue —Without Spending a Penny

The following material is a Checklist of 26 ways to start capitalizing on the traffic, sales, and passive revenue available to you by focusing more of your marketing efforts on increasing the sales you make to your list. These sales are easy to make because you already have the trust of the people on your list. And they never cost you a penny, so you have no risk whatsoever.

Keep in mind that this is a Checklist and not a deeply detailed exploration of any of these 26 strategies. However, it will give you a strong start and open your eyes to a new way of marketing that you hadn't previously considered.

Method #1

Discover Why Your Customers Really Buy

I've already mentioned this as a Core Principle and I deliberately chose this as the first method to feature because it is absolutely critical to selling more of your products – right now and for as long as you're in business. So let's take this to a deeper level.

The ability to create innovative, highly effective marketing that exponentially increases your sales starts with an outlook rooted in the essential understanding of your customers' experience. Their experience at multiple levels is why your customers really buy any product or service.

In order to thoroughly understand their experience and employ this understanding to grow your sales, you need to discover exactly what your customers are experiencing at four critical stages:

- The experience they're having that causes them to even consider buying your product in the first place
- The experience your customer has when engaging with your marketing materials

- The experience that's produced when your customer actually uses your product
- The experience customers have when using other associated products similar to yours

How do you go about gaining this critical information? It can only be done by talking with your customers.

This can be done by talking to them on the phone or at events. And it can also be done by "talking" to them in an email, written as authentically and humanly as possible, to ask them directly about these four categories of experience.

Once you've gained this knowledge, developing your marketing based on actual customer experience takes you in an entirely different direction. Rather than focusing on your product's features and benefits, the majority of your attention shifts to emphasizing the *experience* your customer gets when using your product in real-life situations.

When you shift your focus to people's behaviors, activities, needs, concerns and motivations – their actual day-to-day experiences – you gain a much deeper, enriched level of knowledge that results in the development of marketing that's far superior to your competitors.

So now, your marketing for your product is driven by an understanding of what your customer is experiencing that causes them to even consider buying your product in the first place. And delivering an alternate, superior outcome and experience they can't get anywhere else.

Method #2 The Sales Expansion Sequence

I've intentionally chosen to make this the next method I cover, because it is so easy to implement and so profitable at the same time. The entire strategy has two parts:

Part 1 – Offer your best-selling product or service to your list at least once each quarter, and as often as once each month.

Part 2 – When you promote your best-selling product or service, use a sequence of three emails.

When I advise a new client to do this as our first initiative together, I usually get considerable resistance. That's because most business owners don't think they can promote the same product so frequently.

But that isn't true. To prove what I mean, think about all the emails you received yesterday. Just yesterday.

How many of them do you remember? If you're like most people, the answer is "zero". So if you don't remember the emails you received, your subscribers won't either. And the fact is, I've never had a client receive any complaints about mailing for the same product more frequently.

Next, you can increase your sales considerably by using essentially the same email in a sequence of three emails. Multiple studies have proven that using a short sequence like this increases overall sales by at least 40% – and often much more.

I recommend a sequence of:

- Your initial email
- A follow-up "reminder" email sent two days later
- A "last chance" email sent one day later

I strongly recommend that you implement this method first. It's easy to do and it can produce substantial sales growth at no cost in just 5 days.

I've had clients make more additional sales in these 5 days than they normally make in a month. So it's well worth the minimal effort it takes to send your **Sales Expansion Sequence**.

Method #3 **The Resource Center**

This is one of the most powerful tools you have in your sales growth arsenal. It leverages a mechanism I call the **Customer Success Journey**.

You see, whenever any product or service is purchased, it starts a journey of multiple steps your customer must take to achieve their complete goal. For example, if you buy a book on the keto diet, that alone does not allow you to achieve your complete goal. Next, you're going to want a keto cookbook, vitamins and supplements, new exercise equipment and clothes... and on and on.

But here's the important point: this exact same process occurs whenever any product or service is purchased. Need proof? Just think about the last product you bought.

How many complementary products and services did you buy to help reach your complete goal? I rest my case.

The **Resource Center** leverages this process by selecting a variety of the products and services your customers are likely to want, then creating strategic partnerships with the companies that created them to offer those products and services to your subscribers.

Next, you create a "Resources" tab on your website where your subscribers can see a list of all the products and services you recommend. Buying them is as simple as clicking a link that takes your subscriber to a partner's sales page.

When you do this, you receive a commission for every sale that's made and strengthen the goodwill you have with your subscribers. And since your partners do all the work to take the orders, fulfill them, process credit cards, and deal with any issues that come up – your commissions are nearly 100% profit.

In addition, because there is little to no maintenance to make sales with your **Resource Center**, it will reliably generate passive revenue for you every month of the year.

Method #4 The "Tools We Use" PDF

This method builds on the previous method. Once you have 5 to 10 products that generate consistent revenue in your **Resource Center**, create a PDF with short descriptions of each product and a link to your strategic partner's sales page for that product.

Each description should include a short, one-paragraph explanation of the major benefit you get from using the product. The PDF should be titled with some variation of "Tools We Use", such as "Business Tools We Use", "Keto Tools We Use", "Graphic Design Tools We Use", and so on.

You can send an email once each month reminding your subscribers to download the PDF or mention your PDF in the P.S. to any email you send out. With nothing more than this simple method, you can generate ongoing passive revenue with no maintenance whatsoever.

Here again, because you do the work once, then collect sales repeatedly with nothing more required of you, the bulk of these sales are purely passive revenue.

Method #5 The Preferred Sales Accelerator

Did you know that you can get a significant percentage of the people on your list to tell you in advance that they want to buy from you many times each year? And you can even get them to pay you in advance to let you know they want to buy from you many times each year.

The way you do this is by using my **Preferred Sales Accelerator** method. With this method, you let your subscribers know that you're creating a Preferred Customers group that gives them discounts on many products and services that will be of major benefit to them. And these special sales will only be available to your Preferred Customers.

As I mentioned, you can have a free membership or charge a nominal fee, from \$39 to \$99 per year to become a member. In this way, people are making a commitment to buying from you on a regular basis.

Once or twice each month, your Preferred Members receive special offers. However, they have the choice each time whether or not to buy. And if each member makes just 2 or 3 purchases a year, you're increasing your sales volume considerably.

Method #6

List Swaps

List swaps are a powerful tool for building a large list quickly. Even with little or no previous experience and just a small list, this strategy works exceptionally well.

In my experience, nothing will build your list faster than list swaps. I've personally built a list of 46,000 subscribers using nothing but this method. And dozens of my clients have built substantial lists with this simple method.

A list swap means getting a partner to send an email to their list promoting your lead magnet in exchange for you sending an email to your list promoting your partner's lead magnet. List swaps work extremely well because there's nothing for sale that might cause people not to join your list.

The one drawback is that they work best once you've actually built a list and can offer a mailing to it as part of your swap arrangement. Even so, if you don't already have a list or your list is comparatively small, you can often get a list swap now in exchange for the promise to promote something for your partner at a later date once your list has been built or is larger.

List swaps are beneficial for everyone involved. You're gaining new subscribers, the partners you do list swaps with are gaining new subscribers, and those subscribers are getting access to valuable new information at no cost. So it's a win-win-win situation.

Leveraging other companies' lists to drive large streams of traffic is easy when you use list swaps. In any industry you can think of, you'll find that the majority of companies have a lead magnet they use to attract new subscribers.

So all you have to do is send them a short email proposing that you promote their lead magnet to your list in exchange for them promoting your lead magnet to their list. And the more value your lead magnet gives their subscribers, the easier will be to get dozens of other list owners to agree to do a list swap with you.

Method #7

Upsells

There are many ways to make upsells to your buyers. The one I'm going to share here is one of the easiest. And it's extremely effective.

An upsell means to offer an item in addition to the item being purchased that increases the size of a customer's order. The line that McDonalds made famous decades ago – "Would you like fries with that?" – is a perfect example of an upsell.

However, we're going to add a simple twist that makes your upsell even easier. Instead of offering a second product (or service), simply offer a larger amount of the product being sold.

For example, “Take 3 bottles of supplements instead of one and enjoy a 15% discount plus free shipping”. Or, “Extend your SEO services to 9 months instead of 6 and we’ll also give you our \$250 SEO Audit at no charge”.

Whatever the upsell item is, it’s important to make the offer *after* the initial item is in your order cart, but not yet paid for. I say this to make the distinction between an actual upsell and simply offering multiple levels of a product or service as your original offer.

Upsells like these work so well because the best time to make another sale to a customer is right at the time of their initial sale. They have their credit card out and ready and they’re in a buying frame of mind.

On average, 20% to 30% of all customers will take advantage of your upsell offer. Which means you’re increasing your profits on 20% to 30% of every sale you make.

Method #8 **Delayed Upsells**

Here’s another exceptional way to make more upsells to your buyers. This too, is very easy to implement and extremely effective.

If you have an Amazon Prime account, when you purchase a product, a day or two later, you’ll receive an email with a variation of a subject line, “Products selected just for you”. The email itself contains a short list of 3 or 4 products with links to their sales page on Amazon.

This is exactly what you’re going to do for your **Delayed Upsells**. Simply pick a product or multiple products – your own or from your **Resource Center** – and offer them to every customer who buys one of your products two days after their initial purchase.

One of the major benefits of this method is that your upsell emails can be scheduled into your follow-up sequence. And each time an upsell email gets sent and produces an additional sale, that’s more profit you’ve added to your bottom line with no cost, no risk, and little or no effort.

Method #9 **Invisible Membership**

The major benefit of Membership programs is that you generate monthly recurring revenue. However, conventional membership programs have a significant problem built into them.

You see, when someone is billed each month and they don’t use their membership for a couple of months, they rightfully feel like they’re wasting money. So they cancel their membership.

But unfortunately, the damage is much worse than just a membership cancellation. Because a high percentage of customers who become unhappy with your membership program will also be unhappy about doing business with you at all.

So not only do they cancel their membership, but they also completely unsubscribe from your list. And each time a customer unsubscribes from your list, you lose all possibilities of making future sales of any kind to them.

To counter this serious financial problem, I created what I call **Invisible Membership**. It's a way to have a membership program that no one ever quits.

Here's how **Invisible Membership** works. You start by announcing that you're going to be offering a special discount every month on products and services related to a single topic. Your subscribers can join a membership list to receive notifications of these offers.

Then you make offers for those products or services every month. For example, if you sell a program on the keto diet, you can have a special recipe set available each month. One month, it's a packet of recipes for keto entrees. The next month it's for keto salads. The next month, it's a packet of recipes for keto snacks.

The main points are that everything is organized around a single topic, just like a traditional membership program. But the second, and most important, main point is that your members only have to buy what they want – and they can bypass anything they don't want.

In this way, you never have any unhappy members. No one ever pays for a month or multiple months where they feel that they haven't received any value in return. So no one ever has any reason to quit your membership program. And most importantly, no one ever unsubscribes and leaves your list for good.

Method #10 **Email Resource Box**

This has to be the single easiest way to significantly increase your sales. Yet few companies know about or take advantage of this simple method.

Here's how an **Email Resource Box** works – and how easily you can install your own. At the end of any email you send, or *every* email you send, simply include copy like this:

P.S. If you liked this material on getting better results from your Facebook ads and you'd prefer to have us create and manage your ad campaigns for you, just reply to this email with "Ads". We'll send you complete details on how our Facebook ads will outperform the ads you're currently running or it costs you nothing.

The real estate immediately following the conclusion of any email you send is highly valuable. It can either be used as an incredibly productive tool or left blank to produce no results.

This is another technique where the bulk of the sales are made without any resources required on your part. So they are primarily passive revenue.

Method #11 **Bundling**

Bundling is a simple process for grouping products, services, or both together to increase the perceived value of a product and increase the price considerably. You can often take related products that you already have and bundle them to create a more complete package, while raising the overall price to more than you were selling them for individually.

Bundling works best when your customers feel like they're getting a complete solution with your bundle, rather than having to buy part now and other parts later. While it may seem counter-intuitive, if you can offer a complete, one-stop solution that removes the need for anything else, the perceived value of that is far greater than having to purchase each component individually.

For example, I once had two different courses for helping companies license their Intellectual Property – “The Inside Guide to Licensing Your IP to Others to Use” and “The Inside Guide to Licensing Your IP to Others to Sell”. Each sold for \$497.

Later, to make licensing your IP even easier, I created two companion courses, “The Licensing Your IP to Others to Use Roadmap” and “The Licensing Your IP to Others to Sell Roadmap”. These Roadmaps were short, but complete summaries of all the steps required for licensing your IP, with each step in its proper order. Each Roadmap sold for \$147.

About a year later, I decided to test bundling all four courses together and gave it the title, “IP Licensing Made Easy”. This bundle gave someone who wanted to license their IP everything they needed in one complete package.

“IP Licensing Made Easy” sold for \$1,697, while the total to buy all four courses separately would have come to \$1,288. By bundling all four courses together and giving the bundle a new name, the perceived value of the complete solution increased enough to sell the bundled product for \$409 more than selling them individually. \$409 of pure profit.

Optionally, you can sell your bundle at a discount, rather than at a higher price. While this does not result in more profit, it often results in a higher dollar amount per order.

However, I strongly recommend testing first to see if your bundle increases perceived value and can be held at a higher price, before going the discounted route.

Method #12

Leveraging Recency, Frequency, and Monetary Value (RFM)

In the 1960s, catalog marketing was a booming business. Companies like L.L. Bean, Sears Roebuck, and Fingerhut sold tens of millions of dollars worth of products by mailing thick catalogs to consumers.

But the cost of printing and postage for those catalogs was considerable. And there was tremendous waste if you blindly sent catalogs to consumers based on household income or any other demographic data, although that type of data did help.

This prompted a data scientist named George Cullinan to devise the first quantitative method explicitly designed to isolate non-responders from high-value catalog recipients. He established the specific three-tier analysis method that he named **Recency-Frequency-Monetary Value (RFM) Analysis**.

Through extensive database analysis, Cullinan demonstrated that past buyers with these characteristics, and in this order, would predictably buy far more frequently than all other consumers. And this same principle is just as effective today as it was when Cullinan originated it in the 1960s.

Here's how **RFM** works.

In decades of studies since Cullinan's seminal research, it's been proven that the person most likely to buy again is someone who has made a **recent** purchase.

The second person most likely to buy again is someone who **frequently** purchases from you or **frequently** purchases products similar to yours. And the third most likely person to buy again is someone who has purchased a higher priced product (**monetary value**) than other customers.

Based on this understanding, you can dramatically increase your sales by dividing your list into these segments. Promoting your product to these segments, in this order, will always produce more sales than the rest of your list will. So it makes perfect sense to create special offers specifically for these segments.

Also, whenever you're testing how well a new product or marketing piece will do, you should always start with these segments. If a product or marketing piece won't produce the results you're looking for when you promote to these segments, then it won't perform well with the rest of your list either.

Method #13

The Two-headed Question

This method is a follow-up to **Method #1: Discover Why Your Customers Really Buy.**

When talking with your customers, either in person or by email, there's a two-headed question that provides invaluable information for selling more of your products, by revealing two critical characteristics. Typically, companies ask their customers: (A) What they like most about a product; and (B) What they don't like.

But posing your questions that way is highly problematic. First, it prompts people to answer politely for fear of offending you. But I'd much prefer to be offended than to get lukewarm answers that provide very little real insight.

Second, these questions don't stimulate your customer's imagination. They don't ask them to think beyond the obvious and give you feedback that's truly valuable.

So what's the solution?

By simply re-stating these questions in a more open-ended and imaginative way, you can dramatically improve the quality of feedback you get from your customers. And here's exactly how to re-state them in order to get the best results.

Question 1: What part of this product or service would cause you not to buy it if it was missing?

This is a version of "What do you like most about this product?", but it's more probing and returns far more valuable information.

One of my clients discovered that a component of their training program they were getting ready to eliminate was actually the component that a huge number of their customers found the most valuable. So instead of eliminating it, they increased it, focused more of their marketing message on this component, and raised the price of their program.

As a result, they increased their profits by a massive 700%. And this was achieved by asking the question in this format, whereas asking the same question the conventional way never revealed this information.

Question 2: If you could change one thing about this product or service, what would that be?

This question is a greatly improved version of "What don't you like about this product?". Most customers are reluctant to tell you what they don't like. Not because they're secretive or unwilling to share this information, but because they don't want to hurt your feelings.

My version of the question is both open ended and softer. Because it lessens the perceived risk of offending you, your customers give this much more thought. As a result, the feedback you get is genuine and much more valuable, giving you exactly what you need to change or improve your product.

Product Extensions

A **Product Extension** is a new variant, feature, size, or style of an existing product using that product's established name and reputation.

Extending the range of your product is a simple, highly effective way to increase your sales, prices, and passive revenue. So here are 7 product extensions to help you do this.

Method #14

Extension 1 – Periodic Products

You can extend your sales, and by this I mean make considerably more sales, by structuring them to be automatically purchased on a periodic basis. This could be quarterly, annually, weekly – or any period that's a good fit for your product.

I have one client who publishes an annual review of salaries for jobs in the software industry. While it sold well, because salaries can be volatile in this industry, I suggested that they test publishing it on a quarterly basis.

By sending a pre-publication offer to those customers who had purchased each annual addition for the past 3 years (there's **frequency** at work), they were able to determine that there was a strong customer base for this increased frequency.

Now, because the total price of four quarterly editions was 35% higher than a single annual edition, they enjoyed an immediate increase in profits simply by extending from one to four issues per year.

There are few products that can't be extended this way. All it takes is a bit of creative thinking and you could soon be enjoying a sizable increase in profits.

Method #15

Extension 2 – Pre-paid Products

This is a variation of a **Periodic Product** with the added component of being paid for in advance. Here are a couple examples that demonstrate how this works.

I have a client who sells a course on writing effective emails. The course itself is very popular, so to **extend** it, he offers an "Email of the Month" program that gives his members his own most successful email from the past month with a block-by-block breakdown of how its written and what makes it work so well.

In order to get these emails each month, you have to purchase a pre-paid annual subscription. This eliminates having to sell each email individually and locks in annual income that he can rely on without any additional effort.

Here again, this **extension** can be used with practically any product and can be set for daily, monthly, or quarterly versions – all paid for in advance.

Method #16 **Extension 3 – Version Updates**

Apple releases two new versions of its iPhone every year. In the Fall, it releases the latest premium version. Then, in the Spring, it releases the economy models of that version.

Each year, there are only minor differences between the new model and the previous model, although Apple’s marketing makes it sound like each new model is the technological breakthrough of the century. Yet, despite having just minor changes, each new model commands the full price.

This same methodology can be applied to any product or service. For example, I used to publish a course called “The Tollgate Master Course”, which taught entrepreneurs how to act as the middle-man to broker deals between businesses and receive a percentage of the profits for setting up the deals. Companies that didn’t previously know each other benefitted from additional sales they wouldn’t have otherwise seen and the brokers stood to make sizable commissions.

About three years after the course was first published, many things in the market had changed and improved. So the course was in a perfect position to be updated and released as a new version called, “The Tollgate Master Course 2.0”.

That update also carried an increased price. And who do you think the first, most eager buyers of the updated version were? The people who had bought the previous version.

Since then, there have been two more updated versions. Each time, the pre-publication run sells out to the customers who have purchased a previous version.

This same thing occurs with nearly any product that has updated versions. Fans of that product become super buyers and practically battle each other to be the first to buy. In addition, the buzz around a newly released version creates even more new buyers. And many of those new buyers become repeat buyers of future versions.

I’ve created updated versions of training programs, software, toys, insurance products and much more for clients. With just a little thinking, any product can take advantage of **Version Updates** to extend its sales and create altogether new sales.

Method #17

Extension 4 – Niche Specific Versions

How do you raise the funds to retire early, buy a \$10 million piece of land, then build and operate an animal rescue center on it? By creating **Niche Specific Versions** of your product.

That's exactly what one of my clients did. He was a publicist and publicity expert who wrote a manual that sold for \$97 called "Power Publicity". The manual included a template for the ideal press release and 60 pages of instructional material for adapting the press release for your own use.

The example of the press release that was included in the manual was for a chiropractor. And this caused a significant problem. Even though the instructions for adapting the press release were extremely clear, a significant number of buyers who were not chiropractors requested refunds because they didn't feel that the example press release applied to their business.

Of course, right below the surface of this problem, there was a powerful solution. And that solution was to create **Niche Specific Versions** for dozens of industries.

All this required was changing a small amount of the text and customizing the press release for each individual industry. And the time required to do this was about 20 minutes per industry.

So now, instead of a one-size-fits-all manual of "Power Publicity", there was now:

- Power Publicity for Chiropractors
- Power Publicity for Dentists
- Power Publicity for Building Contractors
- Power Publicity for Yoga Studios
- Power Publicity for Personal Trainers
- Power Publicity for Restaurants
- And on and on, until there were close to 60 **Niche Specific Versions**

Based on the sales of these **Niche Specific Versions**, my client generated so many sales, he was able to retire early, purchase a \$10 million property, and open the animal rescue center he has always dreamed of.

This same method can be applied to nearly any product. Do you own a yoga studio? Different days of each week could be devoted to: Yoga for Seniors, Yoga for Beginners, Yoga for Pregnant Women, Yoga for Athletes, Yoga for Injury Recovery, Yoga for Injury Prevention... and on and on.

And with just a little thought, you can profit from this simple method with your own product.

Method #18

Extension 5 – Multiple Companies for the Same Product

One of my clients manufactures and sells aluminum foil cooking and baking products. This includes pie and tart pans, burner liners, broiler pans, foil cups, loaf pans, food carry-out pans, cake pans, foil trays – and more.

A convenient option they feature is that you can buy any amount, from a single pan to thousands of pans. While this is very attractive to many customers and has increased sales since its introduction, it also resulted in a serious problem.

Because their customers range from individuals who just want to buy a pan or two to large companies that buy hundreds of the same pan at a time, many customers were confused about what they were purchasing.

Many times, an individual customer who wanted to buy a single pan would click “one” for the amount. But if that “one” actually meant one case of 12 dozen and the customer didn’t read the entire description, my client would end up having to pay the return shipping fees and replace the order with a single pan. Not to mention that many customers would open the case and take one pan out, then return the rest, resulting in a case of pans that were now unsellable.

So what was the solution? This simple method eliminated the confusion and did the trick.

This problem of incorrect orders and costly returns persisted for a number of years. And as obvious as it might sound now, it took some time to come up with the solution.

That simple solution was to split the business into two separate companies, each with its own website and ordering cart. Now, one company serves consumer customers and the second company serves larger corporate accounts.

This simple change eliminated the problem of incorrect order amounts immediately. It also resulted in better customer service for both markets. And best of all, with nothing more than the implementation of this solution, sales have increased by 40%.

This is something that can be done for many products. For example, I know of a company that sells the exact same chemical solution as two separate lines of products, each with their own company. One of their companies offers this as an industrial cleaning solution and the second company offers it as a lubricant for fitting pipes and other parts together more easily.

I recently advised the CEO of a training company to split their team building trainings and events into separate companies – one for small to mid-market businesses and the second for larger corporate programs. Eliminating confusion this way lets you speak directly to the needs of each customer type. And you can never go wrong by doing that.

Method #19

Extension 6 – Separate Packaging for the Same Product

Proper packaging is often critical to increasing your sales. And separate packaging for the same product is yet another way to create products that speak directly to the needs of different segments of your market.

Here are three excellent examples you can model to significantly increase the sales of your products.

Example #1 – Help Remedies is a pharmaceutical company that has a unique form of packaging for its products. Instead of leaving it up to the customer to read a label with tiny printing, all of their packages feature the company name, “Help”, followed by a statement of what’s bothering you.

For example...

Help, I have allergies

Help, I have a blister

Help, I can’t sleep

Packaging their products this way serves two important purposes. First, it’s eye-catching and tells you exactly what you’re buying, removing the need to guess or read long labels.

Second, each package contains only one type of medication. So you know that what you’re buying is intended to treat one specific condition.

Example #2 – McDonalds’ Value Meals. It used to be that when you went to McDonald’s you’d be asked the now famous question, “Do you want fries with that?” That question was designed to increase the size of the order and sell more food.

However, McDonald’s devised an even better way to sell a lot more food by packaging multiple food items together in their value meals. These meals can vary from a burger, fries and soda bundled together to large “family packs” of various foods.

By packaging foods this way and giving each package an attractive name, the average price of an order is increased considerably. And the customer is served more quickly because they can make a quick decision without having to consider each component of the package individually.

Example #3 – Amazon.com has mastered the technique of what I call “on the fly packaging”. Whenever you make a purchase on Amazon, you immediately get a list of items labeled “Frequently Bought Together”.

So if you buy a camera, you'll see a list of memory cards, lens wipes, carrying cases, and other accessories that improve your experience with your camera. This provides a valuable service to the customer by eliminating the need to research which memory card to buy, for example. And the added items that are selected with "on the fly packaging" by a high percentage of customers, makes Amazon's bottom line even better.

As you can see, there's a wide range of ways to package your products that make it easier for customers to buy... automatically get them to buy larger quantities... be of greater service to your customers... and substantially increase your overall sales.

Method #20

Extension 7 – Modify a Critical Component

Changing a single component of your product, even a simple component, can result in a material difference in both your product and your increased sales. Here are a couple examples to demonstrate how this works and how valuable it can be.

Example #1 – Dining out by dining in. There's a long-standing, raging debate – OK, maybe just a mild disagreement – over who first tried to freeze a pizza for greater public consumption. The driving force behind this idea was that Americans love to eat in front of the TV, so whoever could perfect a home version of this popular food would make a small fortune.

On one side, there's Joe Bucci, who applied for a patent on a method for freezing dough in 1950 that would make it less soggy and ideal for frozen pizza. So it's easy to see why many claim that Bucci was the originator of frozen pizza.

Another entrepreneur with a claim to the title of "frozen pizza originator" is Emil De Salvi. He was described in *The Chicago Tribune* in 1951 as having "perfected a frozen pizza pie with six fanciful fillings for the television viewing home trade."

In addition, there are many others who claim to have first created frozen pizza. So this intense debate may never be settled.

But what is indisputable is that fact that the creation of frozen pizza resulted in an entirely new version of a favorite food and opened up an entirely new market. Currently, sales of frozen pizza in the U.S. alone exceed \$7 billion per year – and that number continues to increase year after year.

Example #2 – Leveraging an odd discovery. This example was the direct result of the process I shared with you in **Method #1: Discover Why Your Customers Really Buy.**

One of my clients is a very well-known trainer in the leadership market with multiple New York Times best-selling books to his credit. He wanted to improve the number of enrollments he produced for one of his flagship leadership programs, so we surveyed his existing customers to discover the four aspects of customer experience I showed you in **Method #1.**

What we discovered was both surprising and seemed a bit odd at first. But I've learned to always accept any aspect of customer experience that's repeatedly described by a substantial number of your customers.

So what was this odd discovery? It turned out that one of the highest priorities of his customers for attending his trainings was the ability to rub shoulders with him in person.

Now, you'd think that type of experience would be unimportant to high-level executives of successful corporations, but this point was repeated again and again in our survey results. So even though this came as a complete surprise, we changed the messaging in his marketing materials to put a much greater emphasis on this point.

We also included a 30-minute morning coffee break where this expert would spend 10 minutes at a time with groups of about 25 attendees. This gave 75 attendees the ability to chat with him personally over the three days of the event.

Also, since lunch was provided on each of the three days, we made sure that he sat at a different table with different attendees at least twice at each lunch break, providing even more opportunities to spend time with him. And we highlighted this personal rubbing of shoulders in the marketing materials as well.

Finally, adding all this additional focus to what so many customers told us they valued the most, and since this trainer's time was at a premium, we increased the price substantially.

As a result, my client produced an additional \$234,000 in profits by aligning his messaging and a single feature of his program with what was most important to his customers. And nothing else was changed in the program itself.

I'm convinced that simple changes like this to a single element of your product exist in nearly every product. And you can find out exactly what they are by going directly to the source – your own customers.

Method #21 **Auctions**

Auctions are a greatly overlooked way to sell more of any product or service. They stimulate excitement, create a sense of community, and give you a way to directly connect with your customers.

While there are auction sites and apps that you can use to conduct your auction, I don't recommend them. That's because you want a way to contact all the participants and prospective participants before your auction, during the auction, and after the auction. And very few external sites or apps give you that flexibility.

What I recommend you use instead is a platform for creating groups like Skool or Circle. These platforms let you add members to your group and communicate with them as often as you'd like. And that's critical to making sure your auction is as successful as possible.

The way an auction works is relatively easy. Just follow these five steps:

Step 1: Select your auction item. There is no perfect auction item. But the best items are a product or service that's very popular with your customers.

Generally, I recommend that the lowest price your auction item should be is \$300. Otherwise, there isn't enough runway for people to increase their bids.

On the higher side, I've seen many auctions where the price point is \$10,000 or higher. This works if your customers are used to paying in that range for a product or service, but it doesn't make sense if your main product sells for \$2,000 or significantly less than a much higher price point.

Step 2: Pre-auction promotions. I recommend promoting your auction for 3 days prior to the actual auction. This allows you to get people joining your group and starting to feel the excitement before the actual event.

Step 3: Conduct your auction. I like to keep the auction open for one day, but I'm not opposed to letting it run for two days. Any longer and you lose momentum and interest.

I also recommend opening the auction to any opening bid, with no minimum, even for higher ticket products. That's because it's the excitement about the event that drives the bids up, not setting a required minimum.

Similarly, I don't impose a minimum amount to increase a bid. If a person wants to raise the current bid by one dollar or one hundred dollars, it doesn't matter. Here again, the excitement about the event will drive the bids up and a single bid won't materially affect the number of bids you get or the amounts they're for.

IMPORTANT: The major reason why I prefer a group platform like Skool or Circle is that all your bids are contained in the same thread. Everyone sees them in real time. As the bid amounts rise, everyone sees that and feels the pressure to bid even higher.

Step 4: Close your auction at the assigned time. Stick to the schedule you set for your auction. Do not extend it or you may look like you can't be trusted.

Whatever time of day your auction was scheduled to end, end it. Announce the winner both in the auction thread and by sending an email to all participants.

One of the other nice features of group platforms is that the majority of members include their photo in their profile. So when you announce your winner, be sure to include their photo with the announcements.

Step 5: Countdown sequence. Here's where the real sales begin!

As soon as your auction has closed and you've notified the winner and your list of participants, you can begin ramping up your sales.

Everyone who bid, and even those who joined your group but didn't bid, can now be sent offers for the item they didn't win. Bidders showed serious buying intent. And group members who didn't bid demonstrated a level of interest. You can capitalize on this with relative ease.

All you need to do is offer everyone in your group an attractive price on the item they didn't win. The way to do this is to announce that this price is only good for a few days – it can be anywhere from 3 to 5 days. Then, each day, send another email counting down the days until the offer expires.

This simple countdown sequence can increase your overall sales by 100 times or more than what you made on the initial auction.

Auctions are easy to set up and conduct. And you couldn't ask for a much easier way to get serious prospects to tell you in advance that they want to buy your product!

Method #22 **Sweepstakes**

While a **Sweepstakes** is similar to an **Auction**, there are a few key differences.

The most significant difference is that the item you're using to attract people to your **Sweepstakes** is given away for free, rather than being sold. Because of this, a certain percentage of the people who participate will only be mildly interested in doing anything more than hoping to get something for free.

However, many people who are serious prospects will be interested, so it can be well worth it to conduct a **Sweepstakes**. Here are the four steps needed to successfully do this:

Step 1: Select your sweepstakes item. The best items are a product or service that's very popular with your customers. Similar to an **Auction**, I recommend that the lowest price your item should normally sell for is \$300 – and it can be anything above that as long as it is an item that has sold well to previous customers.

If the item you select is valued at less than \$300, it won't have strong enough appeal to maximize the number of people who enter your **Sweepstakes**.

Step 2: Send out your Sweepstakes promotions. I recommend promoting your sweepstakes for 5 days. This is long enough to get a lot of people to join, but short enough that they don't lose interest.

Unlike an auction, you don't need a special platform to conduct a sweepstakes. All you need to do is maintain a list of the entrants, which can be done with any mailing list software.

In order to keep excitement at its peak, each of the five days that you send out your promotions, you should include the current count and remind everyone that they have an equal chance of winning.

Step 3: Select and announce your winner. Close your sweepstakes on the day you assigned and select your winner. The best method for selecting your winner is to use a random number generator. There are many free apps that will generate a random number for you.

Let's say that you have 1,434 people who have entered your sweepstakes. Simply keep your list in the order that people entered. Then, use the random number generator to select a number from 1 to 1,434 and whatever entry corresponds to that number is your winner.

Send out the announcement with the winner's name as soon as you've chosen them. Let the entire list of people who entered know who the winner is. If possible, try to get a photo from the winner to include in the announcement. But don't delay the announcement past the day your sweepstakes closes if you can't get a photo.

Step 4: Countdown sequence. Here again is where the sales opportunity begins.

As soon as your sweepstakes has closed and you've notified the winner and your list of entrants, you can begin ramping up your sales.

Everyone who entered can now be sent a special offer for the item they didn't win. Remember, entrants demonstrated a level of interest simply by entering. You can capitalize on this interest with relative ease.

All you need to do is offer every entrant an attractive price on the item they didn't win. The way to do this is to announce that this price is only good for a few days – it can be anywhere from 3 to 5 days. Then, each day, send another email counting down the days until the offer expires.

This simple countdown sequence can produce substantial sales with just minimal effort. The level of sales won't be as high for your **Sweepstakes** as they would be for an **Auction**. But these sales are easy to make, it takes minimal effort to run a Sweepstakes, and you'll have identified prospects who have a reasonably strong interest in your product who you can market to again and again.

Method #23 **Eliminate Refunds**

There is one simple and guaranteed way to eliminate refunds. And here it is...

Don't offer any refunds and don't accept any refunds

Now, I realize that this may sound a bit strange at first, but let me assure you that I'm completely serious. This has been my policy for all my products and services for many years and it's both highly effective and easy to implement.

So let's dig a bit deeper and I'll show you the practical methods you can use to guarantee that you'll never have to issue a refund again.

Regardless of what you sell – a product, a service, software, or anything else – the solution for eliminating refunds entirely is to only sell to people who you know will not request a refund. And again, while this may sound weird at first, it's actually quite easy to do.

The method used to achieve this is to sell a “slice” of your product before you sell the entire product. Let me give you two examples to illustrate how this is done.

Example 1: Training Program. As I mentioned earlier, at one point I had a training program called “IP Licensing Made Easy” that sold as a course for \$1,697. And it sold as a 4-week workshop for \$4,250.

However, you could not buy either version as your first purchase. Both were sold with a clear “no refunds” policy and this would have made it difficult to sell either at those price points to new prospects.

What I did instead, and in order to be able to sell the two high-priced versions with a no refund policy, was sell a small extract called “6 Ways to Make More Money by Licensing Your IP than You Make from Your Main Business”. This extract included a 30-page manual plus two 60-minute interviews with clients of mine whose businesses were making millions with my licensing strategies.

“6 Ways” sold for \$37, but delivered value that courses priced at \$500 and higher couldn't match. Also, the value was clearly stated in the promotional materials and the call to action included copy stating that due to the low price and high value, this program was sold on a no refunds basis.

Due to the high value and low price, this program sold like crazy. And each customer was actually signaling buying intent by the fact that they were willing to pay to find out about licensing their IP.

These customers were then sent a series of follow-up emails offering the course and workshop versions of “IP Licensing Made Easy”. Both were sold at full price with a clear “no refunds” policy. And both sold well using this simple method.

Example 2: High-ticket Services. This method can be used for both group and 1-to-1 services. Instead of offering a free webinar when I sell my services, I offer a small, paid training event, usually priced at \$37, \$47, or \$97 depending on the fee for the service I'm going to follow up with. The training events for my lower priced services are sold at the lower fees and the events for my higher priced services are sold at the higher fees.

There are two reasons for doing this. First, I'm only interested in prospects who have some skin in the game. Decades of tests have proven that prospects who will pay even a nominal amount for something are as much as 27 times more likely to buy your full-priced service as those who attend a free event.

Second, the promotional materials for my small training events always include at least one detailed, highly valuable strategy that prospects can implement immediately, providing proof in advance that the training event will over-deliver. This makes it possible to charge \$37 to \$97 for my event with a clear no-refund policy.

My training events are 98% high-quality content and include at least one significant strategy or solution to a serious problem that attendees can implement immediately. The remaining 2% is used to make a non-pressured pitch for a larger program, usually in the price range of \$4,250 to \$22,500 plus a percentage of profits.

Because I've already proven twice – once in the promotional materials and again in the small training event – that I over-deliver on valuable, practical strategies, my conversions from these small training events are excellent. And all are sold with a clear no-refunds policy.

This same strategy of selling a small extract first, packed with value and with a no-refund policy can be applied to any product or service. And it's this mechanism that then allows you to sell your higher priced products or services without ever having to issue a refund again.

Method #24 **Certification**

Certification is a way to generate substantial sales and passive revenue at the same time. If you offer a service, you can certify others to deliver that service. If you offer a product, you can certify others to sell and distribute that product.

I have a client who sells prospecting software for advertising agencies. In addition to selling that software, my client also offers each agency the ability to be certified to sell the software to their clients.

Not all ad agencies will benefit from being certified to re-sell this prospecting software to their clients. But enough will that this has been a lucrative source of income and passive revenue for my client.

On the income side, they sell about \$1.2 million per year of their software. On the passive revenue side, their certified ad agencies generate another \$9 million per year in sales for my client. And since that is all done with no intervention or assistance from my client, that \$9 million is nearly all passive revenue.

Here's another example. Most large software vendors offer certification in using their tools commercially.

Microsoft offers certification to professionally use its Microsoft Azure Cloud Infrastructure, Microsoft Azure AI and Machine Learning, Microsoft 365 Security and Compliance, and many more.

In previous versions of its certification programs, Microsoft charged an annual fee to remain certified, resulting in substantial recurring, passive revenue. But in an interesting move, they recently made retention of a certification free of charge, requiring only a skills test without any fee to take it.

The list of companies across all industries that offer certification programs is massive. Just a few of these include: Adobe offers certification in its design tools... Autodesk offers certification in its 3D Engineering and CAD tools... Unity Technologies offers certification in its game development frameworks... and many more.

As these examples demonstrate, practically any product or service can be used to offer a Certification program. And nearly all the initial and recurring fees you collect are pure passive revenue.

Method #25 **Offer Improvement**

One of the most effective ways to exponentially increase your sales and profits is to improve your offer. Most people think that the quality of their product is what makes sales. But that isn't how customers determine whether or not to buy your product.

Customers interact with you by considering your offer, not your product. Because they can't actually judge your product until they've used it.

Once you understand this critical concept, it changes the playing field. Now you can create an offer that makes you stand out as the only choice for your market.

Here's how that's done.

Most offers stop short by presenting a list of features and their benefits, some form of guarantee, and a competitive price. That's fine if you want an offer that makes you look like hundreds of other nearly identical offers. But it's of very little use if you want to command a significant share of your market.

So let's take a look at how you create an offer your competitors can't hope to match.

The Ideal Offer Format: Features – Outcome – Unique Mechanism. An offer that truly moves the needle has to be much more than just features, price, and a guarantee. It must demonstrate to your prospect that they can only get the solution they're looking for from your product.

To do this, an **Ideal Offer** must give prospects a vision of their future and the confidence that your product can deliver that future. And in order to accomplish this, you have to start with the initial method I shared in **Method #1: Discover Why Your Customers Really Buy**.

You must discover both the outcome your customer wants to get and the experience they want to have when getting that outcome. And the only way to do this is to talk with your customers in the way I showed you in **Method #1**. Otherwise, you're shooting in the dark. And that practically guarantees that you'll miss your target.

Once you've conducted this critical research, you're now in a position to create your **Ideal Offer**. Like other offers, it starts with the **Features** of your product. But now, you're homing in on the exact features your customers have told you they want most. And you're using their own language to describe these features.

Next, you need to promise the only real **Outcome** that will truly solve your customer's problems or assure that they reach their goal. Here again, if you use the outcome that your customers have clearly told you is most important to them, you can't miss.

Finally, you need to show your customer the **Unique Mechanism** that allows you to deliver the outcome they really want. Because it's this mechanism that only you have, that will let your customers create the vision of the future they want and feel confident that you can deliver that future through the unique abilities of your mechanism.

Alright, now let's take a look at how this applies in a real-life situation.

Here's an example of what one of my client's **Ideal Offer** looks like. And as I strongly advise you to always do, the development of this offer was based on the deep customer intelligence that was gathered using **Method #1**.

I was brought in to help this client solve a sticky problem they were encountering with their main line of products. Those products all focused on leadership training for managers at mid-sized to large corporations.

Now, there are many factors that go into becoming an exceptional leader. There's staff management, task management, hiring, firing, motivating employees, improving standard procedures, complying with legal and ethical requirements, and more.

Even with separate programs for many of these functions, it could be quite confusing to prospective customers to determine which program or programs were the best fit for getting their employees trained properly.

This was the single most critical idea that surveying my client's customers revealed. Although they liked the actual training materials, they were confused by what each individual training covered and how much cross over there was between different trainings.

In order to clear up the confusion, we needed to make the **Outcome** that's delivered by each program crystal clear. And remove any ambiguity about what each program included and what it didn't include.

The **Mechanism** we used to do this was short extracts from each program. On average, if a program consisted of 30 to 40 modules or lessons, we would create an extract of two of those modules along with a detailed index of what was included in each of the other modules.

Most importantly, in order to avoid confusion over how much crossover there was in each program, we created a recommended order for taking each program. This way, even though the crossover was actually low, the ideal learning path was reframed by the recommended order.

Each extract was available online for a nominal fee, roughly 5% of the fee for the total program it was extracted from. Now, customers could experience a key portion of any program they were considering, then upgrade to the full module if it was the right fit,

So let's review this **Ideal Offer** and it's three components: **Features – Outcome – Unique Mechanism**.

First, the **Features** didn't change. What changed was providing a much clearer description of the features in each program.

Second, by providing an index for each program, so a customer could see exactly what they're getting, the **Outcome** for each program was clearly defined with no ambiguity.

Finally, the **Unique Mechanism** used to achieve the customer's goal of clearly understanding which programs delivered the training they needed and actually experience a portion of them in advance, were the extracts and the listing of the recommended order for taking each program.

So how well did this improved offer perform? In our first test, which was conducted over a two-week period, sales increased by 410%. And that level was maintained with no dropoff whatsoever.

Method #26

License Your Intellectual Property

Licensing your Intellectual Property is one of the best ways to exponentially extend the reach of your sales with very little effort. The example I gave you in **Method #24: Certification** demonstrates how valuable Licensing your IP can be.

As you may recall, in the example for that method, a software company was selling about \$1.2 million of its software annually. But by certifying others to resell it and pay the software company a share of each sale, they were generating another \$9 million per year. And Certification like this is actually a form of licensing.

So let's start with a simple definition of what licensing is. Licensing means granting someone the right to use or sell your IP, but they don't own it. If they stop using it or selling it, or if they violate the terms of your licensing agreement, they forfeit any access to it.

Essentially, there are two main ways to license your IP. The first way is to license your IP to others to use. For example, due to shortcomings with its voice-activated virtual assistant, Siri, Apple licenses technology from both OpenAI and Google Gemini to improve it. Apple's license only grants them the rights to *use* the technology, so they are prohibited from selling the technology itself to anyone else.

In an example closer to home, I license many of my marketing campaigns to clients for a reduced fee plus a share of the profits. This gives a client the security of knowing they are getting a battle tested, proven campaign with a low initial fee. And since I get paid a share of the profits, I stand to gain greater compensation than if I sold a campaign at a fixed price.

This structure is a pure "license to use" arrangement. The client is granted the right to re-use the campaign as often and for as long as they want, with the stipulation that I receive my share of the commissions for each use. Once a client stops paying the agreed upon commissions, they no longer have the right to use the campaign.

The second way to license your IP is to license it to others to sell. In addition to licensing my marketing campaigns to clients, I've also licensed packages of campaigns to other consultants to sell to their clients. For each license I sell, I receive a fee plus royalties on all sales made by a licensee.

The advantage of this for other consultants is that they get proven marketing campaigns they can sell to their clients immediately with no costly development or testing time. The advantage to me is that I gain expanded reach into many markets and regions I wouldn't be able to capitalize on without adding significantly more staff.

Whether you choose to license your IP to others to use or others to sell, the advantages that licensing gives you are considerable. And I don't know of any business that doesn't have at least 3 to 10 forms of IP they could be licensing to others.

If you're serious about growing your sales exponentially, licensing could become your most valuable tool for achieving that.

Wrap up

I hope you've enjoyed discovering that there are dozens of ways to make more sales than you might have thought. And that you don't have to keep grinding it out with another funnel, more content, constant posting on social media, or any of the latest "hack of the week" techniques that hit your inbox every day.

Instead, you now have a new understanding of what it really takes to consistently grow your sales and the strategies and skills to do this without marketing consuming your life.

Now, before I go, I want to leave you with one final piece of advice. Possibly the most important advice in this entire program.

The 26 strategies you've just discovered can be the end of your exploration of a better way to grow your traffic, sales and passive revenue. You can look at this material as an enjoyable learning experience and stop here.

Or it can be just the beginning...

You can take what you've discovered and start applying it today. As you've already seen, it doesn't take much to do this. The 26 methods are easy to understand and implement.

But it does take a commitment to implement them.

Of course, this is the cornerstone of all momentum. You can't really achieve any goal unless you commit to implementing the steps to achieve it.

This is simple logic, but also very commonly dismissed. It's so easy to put something off until next week or next month.

But we all know that those things that get put off rarely get done. They simply wither away in a to-do file somewhere.

So here's what to do next...

As you read through this material, a few of these strategies just naturally clicked with you. Start with those strategies. Just two or three.

Don't let overwhelm get to you. There is a ton to consider, digest, and implement here. But you don't have to do everything at once. In fact, doing too many things at once will actually limit your results, not help them.

So pick just a couple of these strategies that clicked with you the most. That felt the most natural for your current situation. Start there and remove the pressure to do anything more.

Then, once you see how well they work and make it far easier to consistently grow your sales, you'll gain a new found energy for implementing even more of these strategies.

Start small, start easy, and start profiting now!

About Bob Serling



Bob Serling is a 40-year marketing and licensing 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 repeat 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.

Bob's clients find that leveraging their list by focusing more attention on repeat sales not only increases their profits, but balances cash flow so there's a steady, reliable stream of income every month.

Bob offers a range of solutions designed specifically for mid-market companies with annual revenue from \$500 thousand to \$30 million. If your company revenue is within this range, Bob can help you leverage any of the methods in this report to quickly:

- Use the Results Repeater to make more sales in 5 days than you normally make in a month. Then automate this to repeat on a monthly or quarterly basis.
- Create and automate a Resource Center with the potential to make more money from repeat sales than you make from your main business
- Create a series of product extensions that create effortless, ongoing sales
- Apply additional No Cost methods not covered here to systematically generate repeat sales and passive revenue
- And much more

To schedule a short call by Zoom and have Bob help you identify the most profitable options for growing your repeat sales without spending a penny, just send an email to:

repeat@LicensingLab.com