

# 65

## WAYS TO GET MORE BUYERS THAN YOU CAN HANDLE!

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# *Your Email List*

1. Send a 3-part email sequence to your list
2. Send an email to buyers or high potential prospects “gifting” them a call
3. Include a link to the calendar in your newsletter
4. Include a link to the calendar in your email signature [in emails to your list, or just regular emails as well]
5. Send a survey to your list and reward them with a complimentary call when they complete it
6. Send a quiz to your list and based on their answers, invite them to an appropriate call/offer

# *Your Website*

7. Put a link to your scheduler in the main menu bar
8. Put a link to your scheduler in the footer
9. Put a call to action link or button to your scheduler on every page of your site
10. Have a pop up on your site that leads into your scheduler
11. Have a pop up on your site that leads into a free gift, and on the thank you page. invite them to a call
12. Set up the thank you pages after all of your contact forms to take them to your scheduler
13. Have your contact forms ask for their number and call them if they don't schedule first
14. Add Push Crew to your website, and send out a message to your subscribers to schedule a discovery call

# *Social Media*

15. Include a link to your calendar on all social media profiles
16. Get testimonials from your calls and use them on social media to get more
17. Shout out to everyone who schedules a call on social media, as a way to re-promote it

18. Include a link to the calendar in your Facebook Group description and welcome post
19. Create a "Free & Paid Resources Document" in your Facebook Group and list the discovery call sessions there
20. Post "Yes" Ladders for calls in your and other people's Facebook Group
21. Update your Facebook Group and Fan Page Cover Photos to have a call to action for a discovery call, and then put the link to your scheduler in the photo description
22. As people join your Facebook Group, send them a direct message to welcome them and invite them to a free discovery session with you.
23. Create a "Promo Day" in your Facebook Group (or Fan Page or other Social Media) and on that day, Post promotions for your phone calls and offers
24. Set up the call to action button on your Facebook Fan page to go to the scheduler
25. Set up a custom html tab on your Facebook Fan page to go to the scheduler
26. Update your Facebook Fan Page about section to include the link to your scheduler
27. Create Facebook Events [on your profile, fan page, and group] for your Discovery Calls and invite people to them
28. Offer discovery sessions on your Facebook Lives, and update your post and the comments to include clickable links to your scheduling calendar during or after the broadcast is over
29. Offer discovery sessions on your live videos
30. Set up your Twitter to Auto-DM new followers to invite them to calls
31. Use <http://tweettunnel.com/> to send Bulk DMs to your followers to schedule calls (use cautiously)
32. Search Twitter for questions and hashtags related to the problem you solve, and then tweet back to answer them, then offer to schedule a call
33. Put the link to your scheduling calendar in the description sections and contact sections of your LinkedIn Profile
34. Engage in LinkedIn Groups the way you would in Facebook Groups to get discovery calls
35. Go back through your LinkedIn connections and send them direct messages to re-connect and invite to a call
36. As new connections are made on LinkedIn, send them direct messages to offer them discovery calls (or gifts that lead into discovery calls)

37. Send direct messages to your old and new Instagram followers to invite them to calls or gifts that lead into calls
38. Post Images on Pinterest with a link back to your scheduler
39. Upload your Facebook Lives, Periscopes, and other video content to Youtube with a clickable “annotation” at the end that clicks out to your scheduling calendar
40. Update your youtube video descriptions to include a link to your scheduling calendar

## *Funnels*

41. Pitch discovery sessions at the end of your webinars and challenges
42. Get people to sign up to receive a video training, then on the thank you page place the video training right away with a button underneath of it to the discovery session page
43. Get people to sign up for a free gift, and on the thank you page pitch the discovery call
44. Promote a FREE BUNDLE with 3 free items, one of which is a free call. As people sign up to receive the free bundle, you direct them on how to schedule the call
45. Promote a free gift, and on the thank you page offer them a PAID BUNDLE which includes a phone call. After they buy, direct them on how to schedule
46. Promote a new paid offer to your community or previous buyers at a beta price and bonus in a call for those who buy within 48 hours.
47. Do a flash sale for one of your offers and bundle in a phone call as a bonus
48. After someone signs up for your list for a free gift, nurture them via email and then offer them a discovery session once they are warmed up
49. Launch a Telesummit and on the thank you page offer a VIP upgrade / VIP ticket which includes Lifetime access to the records + a training + a phone call with you for \$47

# *Content*

50. Publish your blogs with a call to action or pop up at the end for discovery sessions
51. Include a call to action for your phone calls (or a gift that leads into your phone calls) in your Guest Blogs, and your author bio
52. When you get featured articles written about you in online publications, ask if you can include a link to your free gift or discovery sessions
53. Include a call to action for phone calls at the end of your videos (and make them clickable)
54. Include a call to action for phone calls at the end of your podcast and include the clickable link in the show notes
55. Mention your discovery sessions on interviews
56. Pitch a free gift on your interviews (and the free gift leads into the phone calls)

# *Other Strategies*

57. Pay for ad space in someone's mailing list and get them to promote your free gift which leads into the phone calls
58. Ask an affiliate partner to promote your offer to their list in exchange for commissions [the offer can be a free gift that will lead into strategy calls, or a paid offer that bundles a phone call]
59. Pay for sponsorship space at an event, and leverage the ads and connections to get calls
60. Participate or pay to participate in other people's giveaways. During the giveaway, you can usually offer one thing for free to EVERYONE and one raffle that 15 winners receive. For the free gift, use something that leads into calls and/or for the raffle, raffle off calls
61. Attend live events and amidst the networking, schedule calls or gather business cards to schedule calls later.
62. Send Warm Letters using my templates.

# *Other Strategies*

- 63. Submit on people's website contact forms to invite them to discovery sessions
- 64. Include a link to the calendar in your product / program portals
- 65. Speak on stage and pitch phone calls at the end either free ones, or paid ones [they get refunded if they choose not to buy, or they get credited towards the work if they choose to buy]