



One Minute Free Traffic What To “Sell”

Bonus Video Transcript

Okay, so in previous trainings you learned that there are certain ways to sell. Okay, the how to sell. What about the actual sales process and what you should sell? Well, again, the genius level secret selling is that you're adding value to the lives of other people through the questions that they ask and the answers that you provide. You're mentioning and recommending things. You're nudging people ever so slightly. You're giving them an opportunity to click on links that point off to assets that you have built are set up. And again, you're not selling and you're not hard selling for sure. You're recommending and mentioning and you're doing things in a very subtle way. You're not being pushy at all. The other thing is that in terms of sales, you're not trying to sell anything directly, never sell directly, nothing like buy this or go here and you know, learn how to buy anything and said you're pointing off to your blog or your website or a landing page.

You're giving away more free stuff. You're making a bridge from Quora over to a soft landing, make it very easy and still almost conversational. Free videos are a great idea and providing the real secret here for selling is providing even more value when they land wherever it is that you are nudging or slightly pushing them over to your continuing that conversation. So important and if you do not have a product of your own behind a squeeze page or an opt in or a landing page, if you don't have that, then one of the things that you can do is point people over to a Facebook fan page or even better, a Facebook group that you can control and then you'll be siphoning people off of Quora into your Facebook group. It's a great way to grow a Facebook group on a particular topic so you can answer questions on Quora that are all around the same topic or the cluster of topics and you can grow your Facebook group or you can be an affiliate and you can sell as an affiliate.

Now you cannot use affiliate links on Quora, so you can either set up a domain that automatically redirects to an affiliate product. I don't know if I would do that, but you can. I've done it a few times in the past. I don't do that anymore. Instead, put people over onto a blog or a sales page or even better free videos and then point off to affiliate products from that point. But you can be an affiliate if you have no of your own. And ultimately in terms of what you're selling, you're selling yourself and your business and the value that your product and business provides. In other words, you're building out your network, real connections with real people. These are not just clicks. They're real people that have been looking for answers to specific questions. So that's what you should be selling. You should be selling the relationship and the interaction and the opportunity to get closer to you, your products and the value that they provide.

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