

SOCIAL MEDIA TOOLKIT



Your Concise
Step-By-Step
Guide to
Winning
Clients

Welcome!

Welcome!

Congratulations for getting this far! Most don't even open up the products they buy, so count yourself as part of the 10% that will ultimately make yourself more money as a result of this document.

This process document is designed with you in mind; perhaps you already have a client base, and want to grow it or have extra products to upsell, or perhaps you're only just starting out.

This is not the hyped-up internet marketing course; this is a true compilation of steps you can take today, tomorrow, or even in a year in order to grow a good, loyal client base in order to keep a secure income flowing month-in, month-out.

So let's start...

Everything Starts With A Goal...

What's Yours?

Here's the thing, I can give you a lot of advice, but the success will come from actually DOING the actions, rather than reading about them.

So what's YOUR goal?

Before you start with the next steps, you need to determine how many hours you want to spend on client-generation. It may sound very basic, but in my experience those that plan, get ahead.

So take a couple of minutes to get clear on what exactly it is you want:

1. How many hours do you want to spend every day? If you're in full-time work right now, this is a crucial thing to think about. Start with one-two hours. Once you see results, you'll be able to plan better for how many hours it takes you to get those results so you can either add or cut down on your working time, depending on how much money you start making.
2. How much money do you want to make? Seriously. If you don't plan for it, you won't get it, right?
3. How much interaction with clients do you want? Start thinking about this now, because when the work starts coming in for your recurring services, you'll need someone to be in contact with clients – will it be you, or will you be outsourcing this?

The First Sale

1. Customize A Product From the Program

Because you already have these, customize it with your branding, website, and anything else you want to make it as customized as possible.

2. Focus On 2-3 Industries

Start looking for people to sell the product to! Remember, this is going to be your initial product offering in order to get your foot in the door to then go on to sell them recurring services. So head to Google, Facebook, Twitter – anywhere your target market is likely to be, and start creating an Excel Spreadsheet of contacts, business names, websites and contact e-mails.

3. Then, Start E-mailing!

Some people prefer phoning people, some prefer face-to-face, and some prefer e-mailing. You can utilize any of those strategies to start contacting the people in your newly compiled Excel Spreadsheet, and make notes for every time you get in touch/they respond. Your initial piece of contact should be short, and should be to ask for the right person to get in touch with about selling the product.

4. Once They Respond...

Send them the link to where they can buy the product – whether it's a PayPal Link, a link to your website that will take them through to a shopping cart, or anything else you decide to set up in order to sell the product. Keep in contact, respond in a timely manner, and remember, not every single person will be a guaranteed sale, but you can come close to it if you exercise commonsense and good customer service.

5. And Voila!

Your first sale or two should have shown up by now...in which case, you're off to the next step...

The Follow Up

1. Post-Sale, (and Post-No-Sale) Follow Up!

Remember that Excel Spreadsheet? Remember to keep it current, because 2-3 days after the person bought (or after they said 'no', or after you communicated with them), follow up! Send them a follow-up e-mail, or even call to double check they received the product fine (or if they received your e-mail).

2. Let Me Help You Further...

Your one key goal during the follow-up process should be to find out what their challenges are in terms of Facebook Activity, so that you are aware of what they are most likely to buy. The usual challenge is in the lack of time they have in-house (or bad social media experience by those currently doing it for them), and THAT is where you upsell!

3. I Have Just What You Need...

Ask them for permission to send them a proposal to help with their challenge/s and once they say yes, send them a proposal (customize if you wish), with some numbers of services you can provide. These can be anything within the potential work you can provide; consulting, marketing advice, training, social media activity, and so on. Remember to make the services something that you know they will need month-in, month-out so you have maximum guarantee for recurring income in future. Send this through, and then go back to Step 1 above if you haven't heard back.

4. Next, Get Ready!

Make sure you have the capacity in place to start doing the services in your proposal, so as soon as you receive the go-ahead from them, and the money is deposited into your bank account, you can start with the service delivery! That's it!

5. Lastly...

Keep doing what you're doing. Be sure to keep an eye on time you're spending finding clients and selling to them. If you find you don't get a big response/enough sales to justify your time, it's one of two things: either you're not spending enough time, or you should get a copywriter to look over the texts you're sending, or perhaps the industry you're targeting is just not that interested. Find out which one it is, because if you're not getting results after 1-2 weeks, it's time to change something to start deriving results!

Best of Luck, and To Your Marketing Success

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