



## The 12-Step Strategy That Generated 1.8 Million In Sales

### **1. Is it the right strategy?**

The very first thing to do before diving into marketing is to determine whether cold outreach is even the right strategy for your client. Among other things, this will depend on the lifetime value of your customer. In the case of one particular client, each individual customer was worth hundreds of thousands, if not millions of dollars, warranting the cold outreach approach.

Part of this step as well is focusing only on one or two channels. It may be tempting to market on various different platforms, however you only need one or two to have a really successful campaign.

### **2. Finding the right people**

In this step you look at who your best customers are. This is not only in terms of profit, although that's important, but also in terms of the pleasure you'll have working for them. Ask yourself: Who are the best customers? Who have you got the best results for? Who do you want to work for every single day of the week?

### **3. Where do you find your audience?**

You know who you want to work with. Now, where do you find them? There are various online and offline sources you can explore. It might be a live event; it might be an online survey. One pitfall you do want to avoid is list-buying. There's no guaranteeing the quality of prospects on such lists, and no telling how many other companies have bought the same list. Too many bounces or spam triggers can endanger your entire email domain.

### **4. The thing only you can do**

In sales terms, what's your unique selling proposition? What's the one thing you do better than anyone else? Be as detailed or as tangible as possible. Create a process if you can. Be able to answer the question, Why would someone deal with you instead of dealing with someone else (or instead of doing nothing)?

### **5. Prepare the evidence**

Before you send off a single email, put together content that will make it evident that you are the best at what you do. There's nothing like a case study to show the results you've gotten for another client, results that your prospects would





likely want to get as well.

## 6. Use tech to get the details

The last step before writing an email is finding the details on the people you'll be writing to. There is technology out there that will promise to bring in a bunch of leads - avoid it like you would avoid list-buying. Research your prospects; find out what makes them different; personalize every email that you send out. It takes more effort, but the results are worth it.

## 7. Write the emails

When writing emails, there are three key elements you'll generally want to include. These are value, social proof and humor.

**Value** is obviously understanding what you can help people with, and why your product is a good fit for them.

**Social proof** is building trust by referencing the case studies of clients you've successfully helped.

**Humor** is something you shouldn't force, if you're not naturally jokey in real life. Just be yourself, and be human. Avoid a corporate tone in your emails. Remember you're just one person conversing with another.

## 8. When people don't respond

There are various reasons people might not answer your emails. If you see someone's opened your email and not responded, don't dismiss them as a lost cause. Follow up via direct mail and phone calls. Some technology lets you send personalized videos that let you know when they've been watched, so that you can follow up immediately after.

## 9. "We're just not ready..."

Sometimes someone will accept a phone call or a case study, but for some reason are just not ready to buy yet. Persistent nurturing will keep you top of mind for when they are ready. Update them when you've written a book, or an article, or have something of value to add. In one instance, four and a half months of nurturing ended in a highly profitable sale.

## 10. Engineer the sales process in your favor

When more than one person is involved in the sales process, find out: what do





you need to do? Who do you need to talk to to get signed off? Map out what each person involved might object to, and then work out the process to get around them as quickly as possible.

### **11. It doesn't end with the sale**

The real work happens after you've made the sale. That's when you go in and serve the clients, making sure that they get the results they're after. Make sure the process is right, that the client will be only too happy to honor the contract they've signed after their verbal yes.

### **12. Make 10 sales. Make 100**

Even when the sales process is a win for everyone, go back through each step and determine how it can be improved. What will make it easier for clients to buy? What will make them want to do future business with you? Take as many lessons as you can and apply it to be better, however incremental the change.

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