

branding & sales

CONSISTENT SALES BLUEPRINT



5 STEP PROCESS TO CREATE A POWERFUL BRAND AND GET CONSISTENT SALES ONLINE



Strategic planning to make your irresistible products, services and unique brand positioning.

Create quality content that stands out with value and entertainment.

Consistent Marketing (to convert leads into potential buyers)

Launching (to get bulk sales)

Evergreen Automation (to get consistent sales)

PRODUCTS, SERVICES & BRANDING

IRRESISTIBLE PRODUCTS & SERVICES

Your products and services stand out when they appeal to the right target market and solve their urgent problems or desires.

People can't resist buying when the value is greater than the price, the risk is low, and they urgently need your solution.

Make sure that whatever you're selling achieves a substantial outcome or desire.

If people have even the slightest doubt, insecurity or fear that they will regret buying from you - they will buy from someone else.

Ask yourself and do the market research.

What does your target audience struggle with the most? (Make sure you solve those problems if that desire is currently not filled in your market.)

What is unique, different or better about your brand's offers than all other options?

IRRESISTIBLE BRANDING

Having unique branding can help you attract the right audience to your products and services. It creates brand trust, familiarity and makes you look professional.

It will help you stand out among other similar brands. Even if you sell similar products and services to competitors - you will be superior to them all.

Your brand is a combination of your business name, visuals, content, products or services and company culture.

DIGITAL PRODUCTS & SERVICES IDEAS

Build a digital product suite instead of one offer. This will allow you to grow your audience of buyers, instead of only having one offer and rejecting 99% of the people who come across your business.

Entry Level \$1- \$200 (The price varies but all of these would have mass market appeal.)

- Mini Courses
- Physical Books and E books
- Live Digital Events
- Simple Services
- Monthly Memberships
- Masterclasses / Boot Camps / Workshops
- Single Coaching/Audits/Consultations Sessions
- 21/30 Day Challenges (large groups. limited/no 1-1 coaching)
- Tools, Templates, Checklists, Planners, Calculators, Trackers, Printables etc.

Entry Level \$200 - \$2,000

- Medium to Large Courses
- Live Events (Digital or In Person)
- Mid Level Services
- Packaged Multi-Session Coaching/Audits/Consultations
- Highly Interactive Boot Camps / Workshops
- 21/30/90 Day Challenges (small groups with coaching or 1-1)

Intermediate Level \$2000 - \$10,000

- Complex Services & Retainers
- Long Term Coaching & Consulting
- Hybrid Course + Coaching

Premium Level \$10,000 - \$50,000+ (The Best of the best)

- VIP Contracts
- Masterminds
- High Level Coaching & Consulting
- Major & Complex Services
- Retreats (inclusive typically accommodations and travel)

****NOTE:** The average price of each product or service will depend highly on the industry, skill-set and confidence levels of the individual selling. In some industries and countries \$2000 USD is the highest price, and in other's that is entry level.

QUALITY CONTENT CREATION

Content Creation

Use your content to give value and entertainment to your audience's life and to turn them from strangers into buyers.

You do this to increase people's desire for your solution instead of your competitors.

When you are clear on the benefits and problems that your product or service solves, you will know exactly how to market and sell them.

People will not buy from you, if your content:

- Doesn't add value or entertainment to your followers while you're selling.
- Is random, confusing and unrelated to your business.
- There is not a clear connection in the person's mind about how you can help them and why they should follow you and put you on their shopping list.

Your content should:

- Show your authority and influence. Address problems your audience faces and tell them what to do to solve it.
- Share your unique beliefs, methods and processes.
- Inspire or motivate your audience to improve their lives with your product or service.
- Ask engaging questions or share jokes and start a conversation.
- Build your know, like and trust factor. (Show the behind the scenes)
- Share buyer results, case studies or even using what they bought.

There's so much more, and you will see more of this on our social media and get more tips sent to your inbox.

CONSISTENT MARKETING AND SELLING

In order to see consistent sales you need to market and sell your offers consistently.

There is a fine line between annoying, alienating your audience and building a fan base that is in love with whatever you sell.

- You can use weekly video or written content designed to get engagement, likes, shares and ultimately.. You would do email & social media marketing content minimum 5 times weekly.
- You will see other people recommending posting micro content 3 times daily on social media. This work for content that is short, inspirational or just simply questions that start a conversation.
- Use 15 second stories or short videos to build know, like and trust with your audience.
- Post major value posts a few times per week and ask engaging questions between posts.
- Go live and interact with your audience at a specific time each week.

LIVE VS PRE-RECORDED VIDEOS AND WEBINARS

Being consistent with quality content is better than posting too much content.

If you are a coach, consultant or course creator then Live Streams or Webinars will be your ideal sales method.

Some people automate their webinars, but consistently produce shorter recorded videos to give value each week.

Some people recommend doing a live webinar for everything they sell, and don't pre-record anything.

Based on what we've seen both methods work, so choose the one that works best for your lifestyle and goals.

WEEKLY PLANNER

SUNDAY

- VALUE
- ENTERTAINMENT
- ENGAGING QUESTION
- INSPIRATION/ MOTIVATION

MONDAY

- VALUE
- ENTERTAINMENT
- PROMOTE OFFER
- ENGAGING QUESTION

TUESDAY

- VALUE
- ENTERTAINMENT
- PROMOTE OFFER
- ENGAGING QUESTION

WEDNESDAY

- VALUE
- ENTERTAINMENT
- PROMOTE OFFER
- ENGAGING QUESTION

THURSDAY

- VALUE
- INSPIRATION/ MOTIVATION
- PROMOTE OFFER
- ENGAGING QUESTION

FRIDAY

- VALUE
- INSPIRATION/ MOTIVATION
- PROMOTE OFFER
- ENGAGING QUESTION

SATURDAY

- VALUE
- INSPIRATION/ MOTIVATION
- PROMOTE OFFER
- ENGAGING QUESTION

LAUNCHING

If you're not on a weekly schedule for sales and you are launching a rarer special event then this can work for you.

Your launch can be a special video presentation for the new product (dynamic video shots like Google, Samsung or Apple) or it could be more of a webinar style presentation.

Either way this is a video that is streamed live. When you announce your offer, price and purchasing link... it is time for people to start buying.

Before you announce that the product or service is for sale, you will need to build anticipation for the new release.

This means your videos, stories and multiple posts revolve around one big event.

From active promotion to the close of your cart, these events must be concentrated in the span of 1-2 weeks.

You'll see big influencers tease new launches months ahead of time, but the actual cart open sales dates are restricted to get sales within a few hours, days or weeks.

When you have physical products "limited quantities" scarcity is real, but with digital products people are aware that there is potentially unlimited supply.

You can incentivize pricing for people who buy early vs last minute.

E.g. Early Bird Price: \$1497
Normal Price \$2000

DO YOU HAVE SPECIAL LAUNCH PRICING?
(WRITE IT DOWN)

EARLY BIRD PRICE:

NORMAL PRICE:

LAUNCHING

WHAT IS YOUR LAUNCH REVENUE GOAL?
(WRITE IT DOWN)

This launch I will make \$_____

_____ people signed up to get notified

_____ people will buy.

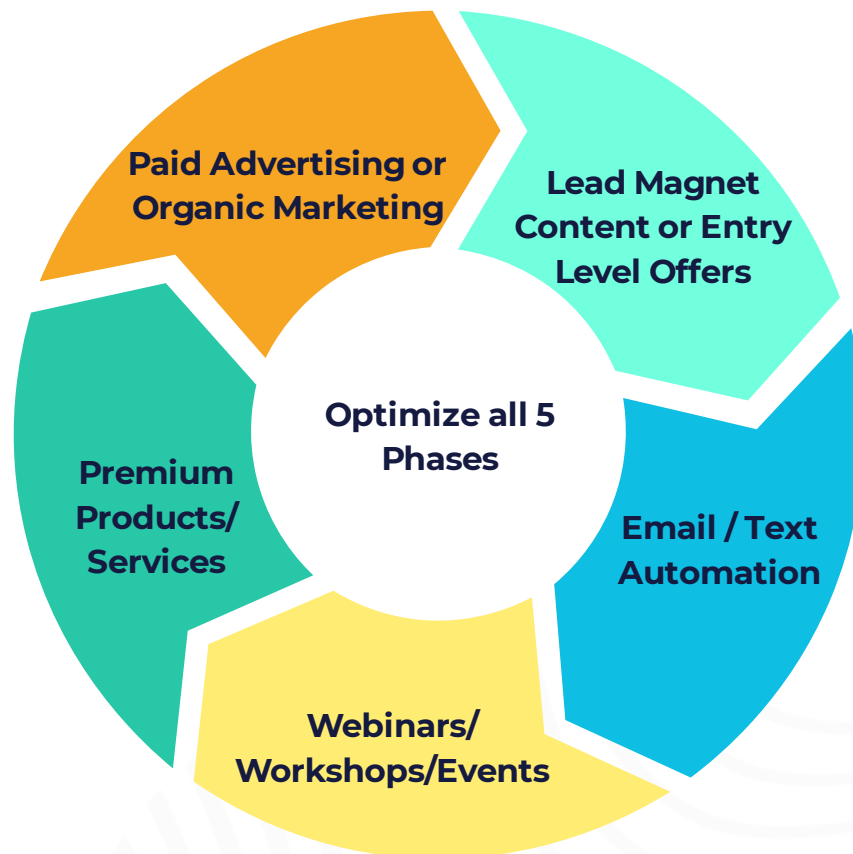
Remember your sales conversion rate of the sign ups can be anywhere between 1% and 5% if it's a cold audience.

WHAT WILL BE THE TOPIC OR THEME OF YOUR LAUNCH?
(WRITE IT DOWN)

CALCULATE YOUR SALES POTENTIAL

NUMBER OF LEADS	NUMBER OF BUYERS (%)	PRICE	TOTAL SALES
1000			
2000			
4000			
5000			
10,000			

EVERGREEN SALES AUTOMATION



Evergreen sales automation systems are designed to get people off social media, into your brand's contact database and turn them into buyers.

If your products or services fundamentally do not change, and are not heavily affected by trends then it is perfect to automate long term.

You can use organic social media and paid advertising, to get leads to love your free content and buy entry level products automatically.

Then have them sign up for webinars or even paid workshops to buy more premium offers.

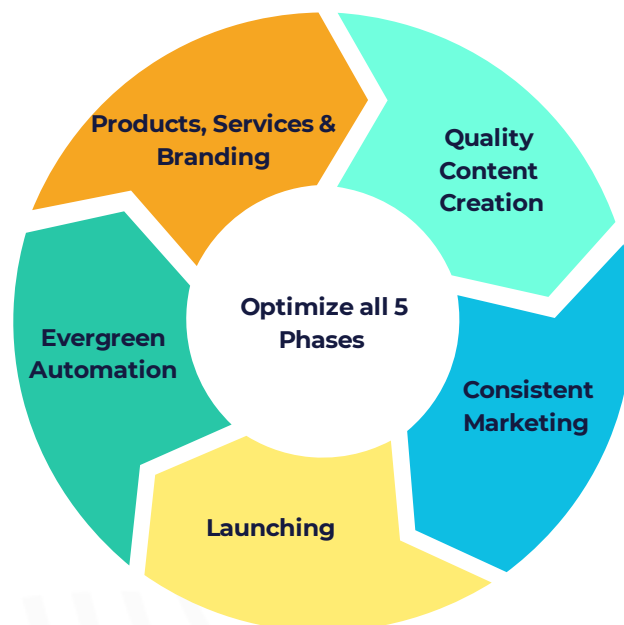
Whatever you're selling email marketing automation will be crucial for you to follow up (at scale) with the leads who could be potential buyers.

You can use the emails to send pre-recorded videos designed to excite, engage and turn strangers into fans.

The sweet spot for each product or service that is automated should be 7-14 days.

SYSTEMATIZING AND SCALING

You will be able to successfully scale your business by systematizing all 5 phases and combining the methods in this blueprint.



Client and customer satisfaction for your products or services should be high.

Fulfillment should have standard operating procedures so that someone or systems in the business can operate without your presence.

Marketing, Sales and Launch Operations should be systematized or automated where necessary.

Cost Per Acquisition - Your advertising lead costs, and operations costs should be lower than your revenue.

High Lifetime Customer Value - If you have a product suite that builds the desire for next product

Once you've created all of the marketing assets, and have successful paying clients with testimonials, case studies and have optimized your systems - you are using the right advertising process, then you can successfully scale with many customers.

To have a truly optimized automated system you will need to be tracking all of your finances, numbers of leads, buyers, cart abandon rates and marketing statistics.

Keep an eye out on your email inbox for more videos sharing my best tips about this.

CHECKLIST

This checklist is for technology and overall assets you will need to sell online or do your launch.

ONLINE SALES TECHNOLOGY CHECKLIST

- Sales page and order page
- Up sell Page
- Purchase confirmation email

WEBINAR TECHNOLOGY CHECKLIST

- Webinar software)
- Event sign up and thank you page
- Sign up confirmation email

MARKETING AUTOMATION SOFTWARE (USE EITHER/ OR)

- Reminder / Sign up Emails
 - Sales/ Promo/Countdown Emails
- The length and quantity varies based on your specific launch .

MARKETING ASSET CHECKLIST

- Reminder/Sign up Social Media Posts & Graphics
- Sales/ Promo/Countdown Social Media Posts & Graphics
- Webinar Presentation Slides

SEE OUR RECOMMENDED MARKETING AUTOMATION TOOLS
[HTTPS://BRANDINGANDSALES.COM/RESOURCES](https://brandingandsales.com/resources)

MEET THE CREATORS



Vanessa Waite

SALES AUTOMATION AND LAUNCH NERD



Leopold Matthews

WEB DESIGN AND BRAND DEVELOPMENT

Get "done for you" graphics, funnel & website templates, webinar slides value and sales content templates to help you with your launch or marketing.

Choose from a library of beautifully designed website templates.

WEBSITE TEMPLATES

Shop a wide range of brand assets to bring consistent branding across all your platforms.

SHOP ASSETS

Get done for you email marketing templates so you can convert leads into customers 24/7.

ONLINE SALES AUTOMATION KIT
(SPECIAL OFFER \$7)