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FROM LIVING TO GIVING

LISA CARMICHAEL



ENTREPRENEUR FORMULA FOR SUCCESS

7 POWERFUL SECRETS TO MONETIZE AND SCALE YOUR SALES AND PROFITS

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Contained within this guide you'll find the 7 powerful secrets to monetize and scale your sales and profits, and as a result, keep you clear on your goals with more warm qualified leads and more followers. It wasn't long ago that I was stuck and struggling, trying to figure out this online marketing business. These 7 powerful secrets are strategies and tactics for you to become high-achieving entrepreneurs who want to increase their visibility, reach more warm leads using strategies to get paid.

Now I live a lifestyle that most only dream of, and I have complete and total freedom, both financially and time bound. I live my life and give to others. My marketing business has a focus on developing strong relationships and my clients are entrepreneurs who want to stand out from their competitors and manage their reputations and legacies.

My pivot point came as a direct result through finding the 7 power secrets that I outline in the coming pages and then filling them in my own business. If you do the same, I'm confident that good things will happen. Lets dive in...



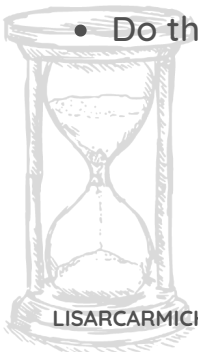
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#1 NOT STARTING WITH THE WHO

Most marketers don't start with the end in mind. And, as a result, they don't ever get very far. Before you set up ANY piece of your marketing material, you need to have a clear understanding of who you're marketing to in order to craft your message and your offers. Here are the seven questions out of Dan Kennedy's "The Ultimate Sales Letter" that you should START with when doing your market research.

Answer these 7 questions, and you'll gain a clear understanding of who you're marketing to, no matter what your niche.

- What keeps your prospect awake at night?
- What are they afraid of?
- What are they angry about?
- What are their top daily frustrations?
- What do they secretly desire most?
- Is there a built-in bias on how they make their decisions?
- Do they have their own unique language?



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Again, before you ever do ANYTHING in your marketing, you need to spend some time doing "good old market research" in order to answer these questions. When you do, you'll find that your offers, your message, and your general marketing speaks to your potential customer in a way that very few marketers ever do.

And as a result, every piece of your marketing will have that much more of an impact. In order to have a solid message, you need to put the right offer in front of the right market at the right time. If you never get clear on WHO you're actually marketing to, you can't even begin to craft your offers or your message. Getting your message to match right is the difference between trying to sell a steak or an avocado to a vegetarian. No matter how hungry that vegetarian is, no matter how good your steak is, and no matter how good of a deal you give them, they're simply NOT going to buy.

On the flip side, if you offer a hungry vegetarian an avocado, they'll be more than willing to pay premium price if they're really hungy. Focus on the who... Answer the seven questions, and everything moving forward will be that much easier.

Only about 1% of people who ever read this guide will actually do any real market research. I can guarantee you that 1% will be the individuals who end up being massively successful.



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#2 NOT CAPTURING THE LEAD

Most businesses don't have an effective lead generation process. They run ads that talk about specials or holiday sales, or the benefits of their products, giving their customer ONE chance to buy their product or service, and ONLY if they happen to need what that business is offering right then and there. That leads to low sales conversions.

The truth is that people will buy when they're ready to buy.

Sure, you can use scarcity in your offers in order to get those who are on the fence off, but at the same time, the truth is that most people have to come to the conclusion themselves that it's time to buy your product or service before they'll ever make the leap. As an example, if you're selling a bed, most of your customers are going to be people who are frustrated with their current bed and the low quality of sleep that they're getting, and as a result, come to the conclusion that they're ready to buy your product. So if you run an ad with specials that you're running on your beds, only a VERY small percentage of people who hear or see your ad will be frustrated enough with their current situation in order to take action and purchase your product right then and there.



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What if instead you were to offer a free pillow or a free case of pillow sheets (something of low cost to you and your business), and in return, capture your prospect's name, e-mail address, and phone number, you then have the person's information in order to follow-up with in the future. Instead, whenever you run a weekend special, have a holiday sale, or run any kind of promotion, you can send all of your prospects an e-mail letting them know. If you're consistent with your promotions, over the course of a year or two, you'll catch a percentage of your leads at the right time (when they're frustrated with the poor quality of sleep that they had the night before).

As a result, you'll make more sales of your products and services. NEVER run ads that simply sell your product. Run ads that give away something for free in return for your potential customer's contact information, and then be consistent with your follow-up efforts in order to make more sales and profits.

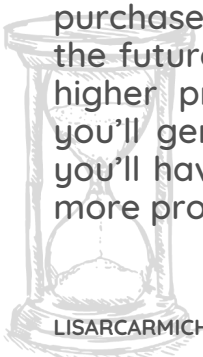


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#3 BUILD INTENTIONAL GENUINE RELATIONSHIPS

How you help people will directly impact your business. These days it's a bit selfish not to get visible if you know you're going to save lives by sharing your story. There are more and more marketers selling "stuff" online. You need a proven dating strategy to build genuine relationships. Don't make the mistake of immediately trying to sell a $50 or $100 offer, and as a result, scare off most of your prospects. Sell something for $1 to $10 before you ever ask your customers to make a bigger buying decision. As a result of having a lower cost of entry, you'll generate more customers who you can follow up with and offer more products and services to in the future. The first sale is ALWAYS the hardest. Fulfill on what you promise in your low-cost front-end product and build a relationship with your new customers.

Show them that you can provide value to them and their lives, by actually providing value in your low-cost front end products... And as a result, you'll attract an abundance of customers who know, like, and trust you, and who end up coming back to purchase more products and services from you in the future. But if you start by trying to sell them a higher priced product with no relationship built, you'll generate fewer customers, and as a result, you'll have fewer people to follow up with and sell more products and services to in the future.



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#4 NOT FOLLOWING UP WITH YOUR LEADS

Here's the deal... No matter how cheap or good your front-end offer is, only just about 1-3% of your leads will ever purchase on the first point of contact (the first time they see your offer). Again, the timing needs to be right for them, not just you... And people are going to buy based on what's going on in their life. That means that you ALWAYS have to be following up with your leads. I'm not sure who said it first, but the old saying goes, "follow up until they buy or until they die"... And while it may seem like an extreme statement, it's something that you HAVE to live by.

E-mail your leads every single day, host webinars often, call back your buyers, connect with people on social media, and follow up using every type of channel possible. Over the course of about 6 months, you should be able to get just about 10% of your leads to buy from you, IF you're consistent with your follow-up. If you're not, you'll only ever get that initial 1-3%, which means you'll be leaving 70%-90% of all of your profits on the table.



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#5 NOT OFFERING PREMIUM VALUE SOLUTIONS AND HIGH TICKET PRODUCTS

In today's marketplace, with so many competitors and so much market saturation, you simply have to offer premium-priced products if you want your business to be in a healthy state of growth and profit. If you're not offering premium value solutions, you're leaving almost all of your profits on the table, and chances are your business won't have healthy economics.

You'll be spending a dollar on advertising, and then making .40 – .50 back. When you start to break even and make a profit is when people start buying your higher ticket premium-priced solutions. The key to creating a higher ticket offer that actually converts comes down to doing two things. 1. Offering done FOR you help (services where you'll do all of the work for them) 2. Offering done WITH you help (services where you'll do the work with them)



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People will only pay so much for an e-book, a membership site, or a home study course. In order to charge more, and justify charging a higher ticket price, you need to offer done WITH you and done FOR you services, and you need to provide extreme value. If you offer a done FOR you service for $2,497 that will save your prospect a year of work, trial and error testing, and failure, then you justify charging $2,497, and you can make the argument that you actually should be charging MUCH more for your service.

Always aim to provide ten times as much value compared to what you charge, and let that same methodology hold true when you offer higher ticket products of $997 and up. The truth is that if you keep fulfilling your promises, and keep overdelivering with your value, there's no reason why your customers won't keep coming back to purchase services from you and your business for many years to come.



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#6 NOT USING THE PHONE

With the need for higher ticket products and services, also comes the need for the phone. While you absolutely do need higher ticket products in your arsenal in order to create favorable economics in your business, it can be virtually impossible to sell those products and services just over the Internet. In order to sell a higher ticket product of $2,497 or up, you need to get more personal, build more of a relationship, and build more rapport with your customer. The best way to do that is by picking up the phone.

In general, the more personal the sales medium, the more rapport you can build, and as a result, the more your client will be willing to spend. Besides meeting and speaking with people face to face, the most personal selling medium you can tap into is the phone. Make sure to have some kind of process in place that means you get on the phone with your customer and thus have the ability to sell them higher ticket items.



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#7 QUITTING TOO EARLY

In every business, the truth is that the only way to TRULY fail is to quit. Even after you break through and create financial success, most of the things you try end up failing.

Organic leads are overwhelming and time-consuming. Meanwhile, you have paid ad campaigns that aren't profitable, holes in your sales funnels, and even the occasional refund. Actually, the more successful you get, the more failure you'll endure. Being successful means that you're taking more action and doing more in your business, and as a result, more failure ends up being inevitable. The only way you ever TRULY fail in your business is when you quit too early. Focus on executing on all 6 of the other points touched on in this guide, and then never, ever, ever quit. If you do, it's a matter of "when" you'll be successful, and not "if". In conclusion, if you want to finally create your breakthrough in your business, and do it in record time, remember to:



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→ Start with the who
→ Always advertise to generate leads
→ Sell something low cost on the front to acquire customers
→ Always be following up
→ Offer premium value solutions
→ And use the phone in order to sell them

If you do, you'll find that you make more sales and profits, and as a result, can scale your business that much more quickly.

Note: If you'd like to tap into a system that does everything listed above 100% done for you, click here to check-out The Super Affiliate Network Blueprint.

As a member, you'll get done FOR offers to promote designed to convert like crazy

If you do, you'll find that you make more sales and profits, and as a result, can scale your business that much more quickly.



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How passionate are you about reaching more people? It's time for you to stop waiting and start creating and to step into your power. Everyone has 24 hours in a day. How you spend yours is entirely up to you.

Marketing is changing. The number one rule is giving users a great experience. That comes directly from showing them great content. With the right marketing, it can change your business. Make sure to give it a fair shot before you call it quits.



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