

JANEHAMILL

5-Day Challenge: Get Your Booty in Gear and Take Control of Your Online Sales

So proud of you for taking IMPERFECT action!!



Rea Faber Facebook live resulted in 3 sales and 4 interactions which could turn into sales.

I have gained a handful of Instagram followers this week.

Got 2 replies from the emails I sent.



Karen Hendrix Since I am just returning to actually managing and selling, I really needed this. Most of my previous sales were wholesale and in home shows. The trade shows are so expensive and by the time I paid for the show and travel expenses the profit wasn't that great. Now I want to concentrate on those plus online sales. After pinging yesterday, I got a sale from someone I pinged!



Erika Neumayer Ehrat From my video I've gotten 3 sales and from my Instagram work... 3 new followers and some interaction from potential bloggers 😊

Also...

Don't miss out on Challenge wrap-up LIVE Masterclass!

3 Shopify Site Fixes You Can Do in Under An Hour

with Erika Neumayer and Jane Hamill

It's free, but you must register: <http://janehamill.com/masterclass-shopify/>

Here's what we've covered in the Challenge so far...

Day 1: Traffic stats, traffic goal, mindset shift – people always say not the first time.

Day 2: PING-ing as a strategy. Intentionally getting to know the “players” in your space (starting with Instagram) and adding to the conversation that's already going on in your niche. Showing up, being useful, adding value.

Day 3: Getting repeat buyers. Reaching out to past customers one by one. NOT asking for anything, just THANK YOU.

Remember, your email list is your MOST engaged prospects. Always be building your list.

Day 4: Driving traffic with LIVE video. For many of you, this was out of your comfort zone but you did it. Actually DOING stuff separates you from the pack that only THINKS about it. You don't get to be Usain Bolt by running when you "feel like it". You have a training plan, a coach, goals, and accountability.

PLEASE NOTE: There's a time to sell and a time to inform/educate/entertain. These 2 things do NOT need to happen at the same time.

***"If your stories are all about your products and services, that's not storytelling.
It's a brochure.***

Give yourself permission to make the story bigger."-Jay Baer

Day 5: Following up and closing the sale

***"Not following up with your prospects is the same as filling up your bathtub without
first putting the stopper in the drain." – Michelle Moore***

Let's talk sales & the PROCESS to closing a sale online...

We're all going after the 2% who are ready to buy TODAY. To close more sales, you also go after the other 48% who COULD buy from you when they're ready. We don't know when that will be so we must be consistent with our marketing to stay top of mind. We want to be there when it's THEIR time.

There are some fascinating statistics on lead-time and journey to getting a sale (*source, Marketing [Donut](#)*)

- 44% of sales people give up after one "no"
- 22% give up after two "no's"
- 14% give up after three "no's"
- 12% give up after four "no's"

"That tells you that 92% of sales people give up after four "no's", and only 8% of sales people ask for the order a fifth time.

When you consider that 80% of prospects say "no" four times before they say "yes", the inference is that 8% of sales people are getting 80% of the sales."

So Marketing Donut (*and I*) encourage you to have a five NO policy.

Consider starting a five "No" policy today. Actually, over here at janehamill.com, we think it's a twelve NO policy. I KNOW with 100% assurance that if I hang in there and keep marketing, people will buy. I KNOW not to give up too early!!

It's not sexy, but it's true. *Marathon, not sprint. Long-term success, not the quick one-off sale.*

Your Assignment:

- Go back to Instagram and search your account, your hashtags etc. Make sure you have REPLIED to everyone who reached out to you.
- Find 10 more accounts to PING. Keep it up and PING 10 minutes per day.

- Check your email and make sure you have REPLIED back to everyone who engaged with your emails from the other day. Next action step is to send out 10 more personalized thank you emails OR put in your calendar to reach out individually to the SAME list in 30 days.
- Check on your Facebook LIVE video. Comment back to anyone who commented on it. If you're getting some action, BOOST the post for \$5 to people who like your page and their friends.
- Plan another FB LIVE video for next Wednesday. Calendar it and commit to it.

That's it. No BSOS (bright shiny object syndrome). Just do these strategies over and over. Stay consistent. Enjoy the process of engaging with your followers and the other people and influencers in your niche.

Keep in mind: The ratio of content vs. pitch. Will yours be 2:1? 1:1? All pitch? DECIDE and stick to it.

Your Next Step:

Make a decision.

Decide if you're ready to get serious about your online store and get consistent sales. Decide if you believe you need to learn this stuff yourself before you can delegate it or outsource it.

You can pretend to care, but you can't pretend to show up. – George L. Bell

Is marketing your product online *with an actual plan* something you're interested in?

Here's a way to get started and double your sales. It's also a roadmap for doing it successfully.

"Sell More Products Online" (SMPO) is a 7-week online interactive group training and mentoring program. You can check it out and if you decide it's a fit for you, take \$100 off the tuition with coupon code: CHALLENGE.

<https://janehamill.com/sellmore>

Thanks again for taking this Challenge and I'll see ya in the SMPO members' area!

Jane