

DISCOVERY | RELATIONSHIPS | SALES

What You Need to Grow Your 6-Figure Business: Tactics and Action Steps



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DISCOVERY - MY ONLINE PRESENCE

Website basics

I have a robust and updated website

My contact information is on the first page

It is easy for buyers to understand what I do and how I can solve their issues

It is easy for buyers to get what they need from my website

I am collecting contact information for people who are interested in what I do

My website shows that I am a recognized expert in my field

I write article or a blog on my area of expertise

I am using topics my audience wants and needs to hear

I am utilizing the right keywords to get good SEO

Providing great information that establishes my credibility

Social media

I maintain no more than four really active social media accounts

I consistently post updates that show what I do for business

I make comments promoting others

I consistently respond to my readers and encourage conversation

I make use of YouTube on a consistent basis by creating weekly videos

I am incorporating closed captioning on my videos

I stay up-to-date on the social media networks that my target audience uses

I join online groups where my clients and audiences are

RELATIONSHIPS - MY OUTREACH

I have a current demo video so people know what I do

I have a 1-sheet that shows what I do

I send this out regularly to stay current with clients

I use both email and snail mail

My sales funnel is strong, with clearly a defined prospecting system, such as:

Free product offers (my blogs, social media, ebooks, workbooks, products, etc.)

Opt-in offers

Lead generation offers

Discovery call options

Challenges

My email marketing system is solid, with:

A regular newsletter designed to educate, inform, and entertain

Timely autoresponders designed to respond to readers

Occasional sales emails

A regular system where every day I write at least 1 personalized, targeted email to a past, present, or future customer

Work the top 30 prospects every month

Handwritten notes

Postcard

Article about them via email - use Sam Richter's Sales Intel Engine
www.SamRichter.com

A white paper/workbook/ebook of value such COVID-19 and The Future of American Business 2021 and Beyond

Call with something of value

Send a book (doesn't have to be mine)

Send a www.cookiecharm.com cookie

I have a series of well-planned special offers for holidays and special occasions:

One-time-offers for buyers

Cross promotions in my cart and on my download pages

Upsell offers in my cart

Down sell offers for those who do not buy

Create videos with content

Transcribe videos for articles

Post videos on YouTube and send out links in newsletter

Post organically to LinkedIn

I actively seek out opportunities for in-person networking, such as:

Local business get-togethers

Niche conferences

Area meetup groups

Chamber of Commerce meetings

Volunteer opportunities

I am actively seeking out public speaking opportunities in:

My local area

Niche conferences that my audiences are likely to attend

Meetup and business networking groups

I have a business coach or corporate advisor to help me prioritize:

Presidents of companies have advisors; world-class athletes have coaches; CEOs have executive coaches. Who do you have?

Find someone who understands your business who can help you move forward

Ask:

1. Who can help you move forward in a way that works for you?
2. How can you find someone who can help you move forward?
3. Do you need strategy help, accountability, or both?

I am active in a mastermind group or a business networking group

I have people who help me brainstorm new ideas, solutions, and product offerings

I have a core of people I can trust to help me and my business

I have people who regularly support me and my business projects

SALES – MY PRODUCTS

I will author a book that my audiences will love:

I have brainstormed possible ideas

I have outlined my book

I have committed to writing for at least 30 minutes every day until the book is finished

If I do not want to write my own book, I am working with a ghost-writer who can capture my voice and position me well as an expert in my field

I offer free consultations at www.BookMe.Name/MaryKelly for 15 minutes to:

Help my local community

Help others in my field

Get to know potential clients

Eliminate the “tire kickers”

Identify possible coaching opportunities

Identify possible corporate advising opportunities

I have buying options for all price points

Low-cost products

Mid-range products

Higher value products and services

My shopping cart makes me look professional in every way, including:

Seamless handling of product delivery

Easy and multiple ways to pay

Easy refunds and credits

Coupons, bundles, and other special offers

My customer support is top-notch, with:

Well-developed FAQ pages

Thoughtful follow-up messages for buyers

A help-desk to resolve issues quickly

BONUS – DELEGATION

Get on podcasts and radio shows

- Send out a digital media kit
- Have a set of questions for interviewers
- Publish the podcasts and radio/TV shows on the website
- Have a specific call to action for each podcast

Build list

- Text option for groups and lead generation
- Lead generation using ebooks or resources
- Collect business cards and add to list
- Send follow-up emails
- Follow up with handwritten cards
- Add to newsletter list
- Keep CRM updated
- Create a relevant assessment that captures emails

Send out press releases

- Draft at least 2 press releases per year
- Highlight an award, an achievement, or a publication

Articles/blogs

- Research hot media topics for articles
- Post articles to blog
- Cross post with others
- Create backlinks

Track expenses monthly

- Use credit card statements

Use calendar activities

Review all subscriptions for:

Dues

Online services

Relevance

Use LinkedIn better

Update profile

Add new contacts from online and live programs as LinkedIn contacts

Post new discussions

Respond to comments on posts

Mine people in groups

Utilize all of the monthly in-mail options

Manage requests – cancel old ones and loop back a month later