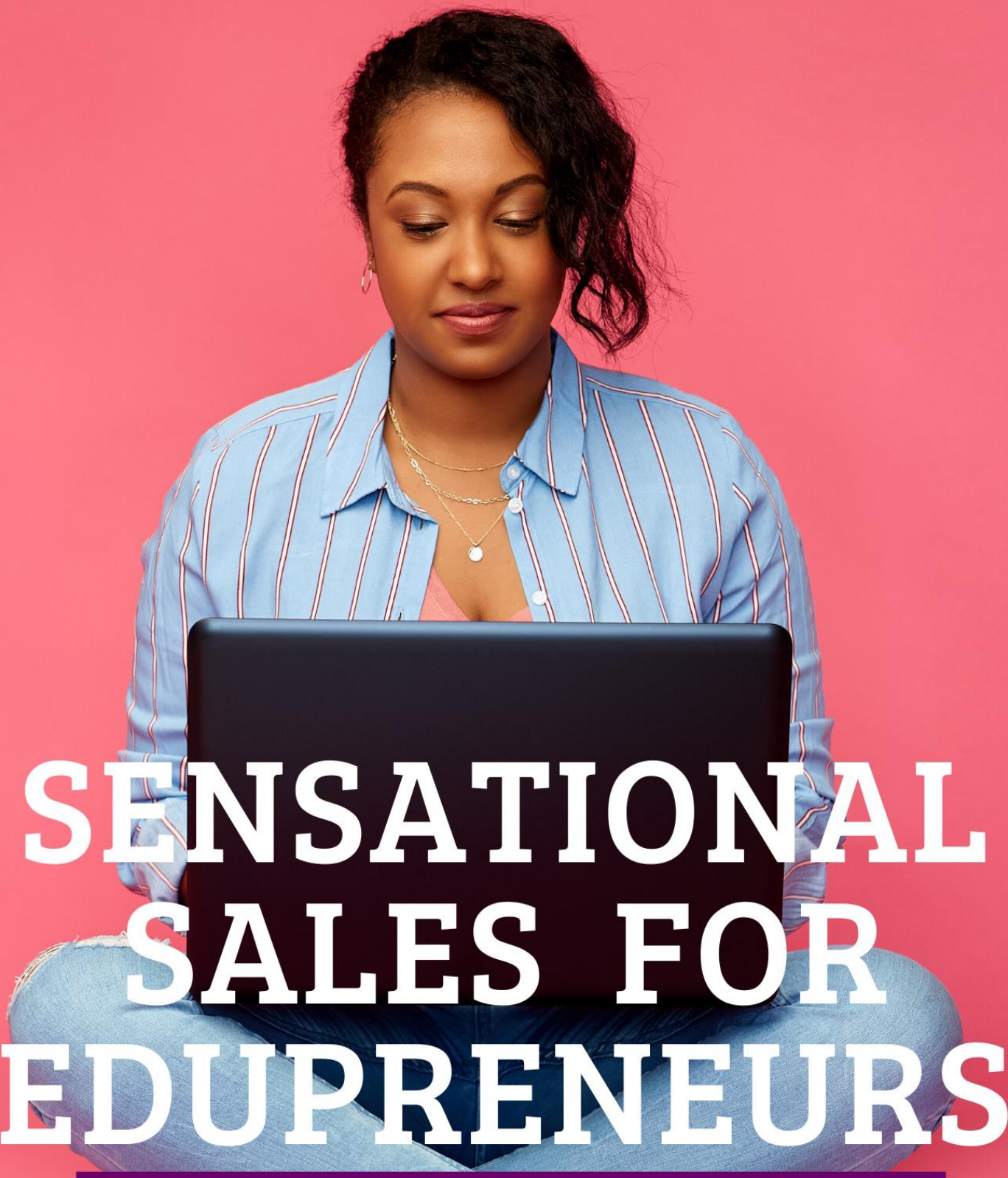
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SENSATIONAL SALES FOR EDUPRENEURS

CHECKLIST

CHECKLIST

- Upsell
- Free Voucher
- The Best Service
- Run Split Tests
- Use a Narrative Structure
- Calculate Your CLV
- Use a Video
- Have a Pop-Over
- Remove Ads
- Remove Navigation Elements
- Target Better
- Page Speed Matters
- Run Discounts
- Money Back Guarantees
- Use Instagram Stories
- Know Your Value Proposition
- Try a Different Product!
- VERIFY the Product
- Look at the Competition
- Sponsor an Influencer
- Increase Trust by Being Transparent
- Retargeting/Remarketing
- Offer Freebies
- Galvanize the Affiliate Marketing Community!
- Production Values Matter
- Make it Sound Tangible
- Have Tiers
- Use Contrast
- Your Web Design as a Funnel
- Link Everywhere
- YouTube Marketing
- Running a Pre-order
- Launch BIG
- Get Genuine Reviews

- Give Away Review Copies
- How to Get Media Coverage
- The Long and Narrow
- Red Buy Buttons Are Better
- Reconsider Your Lead Magnet
- Have a Coupon Code
- Use a Countdown Timer
- Don’t be Spammy!
- Consider a Funnel
- Try Scrapping the Funnel!
- Always Warm Up Those Cold Leads
- Market in Person
- Social Proof
- Authority
- Know Your Why
- What is Your USP?
- It’s All in the Presentation
- Obligation and Reciprocity
- Ask for Testimonials
- Respect Their Time
- Sell Something Small
- Remove Barriers to Sale
- Point of Sale Add-Ons
- Create Scarcity
- Make it Feel Premium
- Add a Support Bot
- Offer Multiple Payment Methods
- Try Existing Sales Platforms
- Use Rhetorical Questions
- Font Matters
- Headings That Tell the Whole Story
- Consult Your Audience
- The F-Zone
- Testing Your Copy
- Hiring a Writer
- Writing a Buyer Persona
- Knowing Your Niche

- Find “Lookalike” Audiences
- Create a Viral Hit
- Team Up
- Reduce Choices
- Invest in High Quality Images
- Invite to Contact
- Answer Objections in Your Copy
- Give Away as Much as You Can for Free
- Optimize for Mobile
- Emote
- Understand Intent (This is Important!)
- Build Your 500 True Fans
- Try the Soft-Sell on Social Media
- Track, Measure, Tweak, Optimize!
- Engage with the Community
- Be Realistic
- Respond to Criticism
- Don’t Try to Appeal to Everyone
- Have a STRONG Brand
- Generate Interest
- Communicate
- Fail Fast
- Test
- Don’t be a Cliché
- Hire a Pro
- Be Clear and To-The-Point
- Have Multiple Opportunities to Buy
- Be a Consummate Professional
- No Hidden Costs
- Don’t Give Up
- Sell Something You Are Proud Of