

PROFITABLE PRINT RELATIONSHIPS

The Successful Print Sales Circle

Worksheet 30: Spread The Word

Step 1: Create prospect lists

Be ready to spend some preparation time researching whom you should be selling this product or service to. You probably have more prospects than you realise. Here are some of the resources you should be thinking about gathering and preparing to market to.

- Lists of customers and prospects from your CRM or other records
- E-mail lists (including newsletter list)
- Social media audiences
- Lists that others may be prepared to share with you (respect your local data laws)
- Lists of key prospects and customers whom you really think will buy this product/service

Put a particular focus on the last option: it is good to have a list of key prospects that it is worth spending more effort on. You will probably need to create this list manually.

Write down your prospect lists

Step 2: Create a direct mail campaign

You already have everything you need to action a direct mail campaign. You write your sales message in video 26. You created graphics and a printed sample last month. You should be able to create your campaign with minimal effort.

The direct mail campaign is for the list of key prospects and customers whom you really think will buy this product/service. However, you should adopt a multi-channel approach. These prospects will also need to receive e-mails and social media.

Write down a schedule of when you will create a direct mail campaign

Step 3: Create an e-mail campaign

You also have all the resources and knowledge to create a successful e-mail. Even if you have not yet completed your newsletter list programme, you will have what you need to send out a one-off e-mail campaign. Here is what to include in your e-mail campaign:

- A powerful headline
- Text based on your sales letter
- A digital sample or graphic
- A call to action
- A trackable link

You may consider using several e-mails: a first campaign e-mail, a second campaign e-mail, a follow up for warm prospects and a follow up for people who do not follow your call to action.

Write down which lists you will use for your e-mail campaign

Write down a plan of the e-mails you will send out

Step 4: Create social media collateral

Make sure that you create a number of posts for social media. Here is what to include in your social media posts:

- A short bite-sized piece of text – you can always use snippets and extracts from your sales letter
- A digital sample or graphic
- Relevant hashtags
- A call to action
- A link

Have these ready to post on your social media channels when you are ready to launch

Write down some which social media channels you will use to promote your product/service

Write down three social media posts

Step 5: Create a physical shop presence

If you have people visiting your premises make sure that they can see the product or service you are promoting. You will have created these in step six of last month's worksheet.

Remember: this promotion does not have to be permanent. You should aim to change your promotions every four to eight weeks.

Write down what collateral you will produce for your premises

Step 6: Follow up by phone

Make sure you monitor engagement and click throughs. Use the strategies from videos 27 and 29 to ensure that you are tracking warm prospects who are engaged with your e-mail content and that you follow these up efficiently and correctly. And follow up every prospect to whom you have sent a piece of direct mail. Remember to be multi-channel: if one communication channel does not work, try another!

Step 7: Schedule your promoting

If you do everything at once and things go well, you may find that you have too many enquiries to deal with! With e-mail campaigns and direct mail campaigns, make sure you send out a few every week if you plan to follow up personally. This drip feed ensures you are not overwhelmed.

Write down a timetable for your campaigns

Step 8: Share your success!

You have now successfully launched your product or service. Well done! For this month, your goal is as follows:

- Send out at least 25 e-mails or direct mail pieces
- Successfully personally follow up 5-10 of these e-mails/letters
- Aim to win 1-2 orders
- Or try and double this and win 2-4 orders

Note that if you are promoting a particularly high value service, then you may need to adopt a different set of metrics with a lower conversion rate.

Fill in the table on the next page to make sure that you complete this task successfully. You may prefer to make a copy of it or create a spreadsheet. Remember, it is important to fill this in: this is your way to check that you are on track with this exercise and are taking action.

Next month we begin the final stage in your route to success! We are moving on to creating the right rituals that help you achieve even more of your sales activity. We will start off by using your sales diary to create new habits and then you will learn how to carry out 15-minute action reviews that ensure you really are making the most of your time.

How did you find this exercise? Please share your results with us at circle@ProfitablePrintRelationships.com If you come across any challenges you will be able to raise them on the monthly group call. If you are a gold member you can ask any questions privately on your exclusive e-mail address.

	Prospect name	Campaign sent	Follow up	Value of order
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2				
3				
4				
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