

MORE SALES & MORE SIGN UPS



Welcome to The Fantastic 4 Steps To More Sales & Sign Ups Free Download

If you want to get more sale & sign ups in your business (when marketing online), you are going to need the right V.E.R.S.

Value, Engagement, Relationship, Sales/Sign Up

Value

When it comes to marketing online, remember this: **NO ONE CARES ABOUT YOUR BUSINESS, PRODUCT/SERVICE, COMPANY, COMP PLAN OR YOUR “MILLIONAIRE” LEADERS!** They only care about their problems, pains and challenges. They are looking for some to help them SOLVE their pains, problems and challenges. Insert: Your Value

When people come online (social media) they are not coming to join your company or buy your products and services. They are coming to social media to be **ENTERTAINED!** You must do something called **INTERRUPTION MARKETING.** Insert: Your Value



Let's talk about your value. When you are marketing online, people are looking for **SOLUTIONS** to their PROBLEMS. If they are overweight, they are looking for a **SOLUTION** to their weight **PROBLEM.** If people lack energy, they are looking for a

SOLUTION to their energy **PROBLEM**. If they aren't making enough money, they are looking for a **SOLUTION** to their money **PROBLEMS**. If people are not getting enough leads for their business, they are looking for a **SOLUTION** to their leads **PROBLEM**.

Whatever your business, product or service does and offers, you must share **VALUE** that addresses people pains, problems and challenges. When you share value that address people pains, they become attracted to you and your value. People begin to like, know and trust you. As you continue to share value consistently, you will begin to build and audience of people that like your message. The more valuable you become, the more attractive you become.

Engagement

The purpose of posting your value to not to get the sale, but to get **ENGAGEMENT**. Every post has a purpose. We call this **POSTING ON PURPOSE**. The purpose of posting your value is to get engagement; likes, shares, comments, hearts, retweets or whatever that social media platform deems as a way to show that someone approves of your post.

When someone engages with your post, your immediate reaction is to NOT start "selling" them but to engage back.



If someone likes your post, tag them in the comment section and put "Thank you for liking my post! What do you like most about it?" You want to do the same when some comments and shares your post.

Remember your value has a purpose. As a matter of fact, every post has a purpose when you are in business. Ask yourself, "Before I post this, how much engagement will I get?"

When you are post, here is a ratio you will want to consider; Post 90% Value and 10% Offer. What does that mean? 90% of the time on your social media pages you will want to post value that addresses your audience's pains, problems and challenges. Do research on the "pains". Turn your discoveries into blog posts. Share your blog posts as value. 10% of the time share your offer. Your offer is

where people spend money to get access to your business, opportunity, product or service.

Relationship

The purpose of engaging is to start building the RELATIONSHIP. The relationship building process is where you find out more about the person and they find out more about you. During this process, you can begin to “dig” and ask questions. Your goal is to find the real pain, problem or challenge.

During the relationship building process you are selling the person. You are getting the person to sell themselves to you. The purpose of asking questions is to get them to hear themselves talk about their pains, problems and challenges. Most people don't like to face their challenges. When you are asking questions and they are facing their challenges, they can begin to see that something needs to be done. Even more important they now have someone, YOU, that WILLING and ABLE to help them solve their pains, problems and challenges.



During the relationship building and pain digging process, that person will give you enough information for you to move on to the next step. Here is a statement that you will want to make to let the person know it's time to get started: **Sound to me like you are ready to get started?** This will help shift the person's mindset into a buying mindset.

The most important aspect of this process is not finding the pain. It's the fact you are creating a new **FRIEND**.

Sale/Sign Up

Here is where the rubber meets the road. After you have posted your value, engaged with the person, built the relationship, found the pain and created a new friend. It is your RIGHT to...ASK FOR THE “YES”. The YES is the sale or the sign up.

When you are getting the sale/sign up, share you link and walk them through the process. Most importantly, do be aggressive! I know this part of the process is exciting for you because you are about to get paid, but remain calm and patient

with the person. Remember, they never “met” you in person and now they are giving their money up to a person they “barely” know. Take your time with them.



There will be times the person is not ready to buy or sign up. Let them know it's ok. Don't go into pressure selling. You never know what that person's situation is. It took a great deal to get to this point (either over messenger or over the phone or Skype or Zoom).

Continue to follow up and continue to send them free value at least once a week. Until they buy or sign up or not at all.

I hope you enjoyed your FREE download.

Now it's time to complete the process. Get the entire 4 module video training along with the FREE Bonuses.

[The Fantastic 4 Steps To More Sales and Sign Ups](#)

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