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## Pre-Class Worksheet | 73 Point Double Your Sales Checklist

Check the boxes of all marketing methods and tactics you have used in your business or are currently using. Bring this worksheet with you to the Workshop to discuss your successes and your challenges, and to plan your next steps.

### 1 GET MORE CUSTOMERS

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|---|---|---|
| <input type="checkbox"/> Report/Guide/Whitepaper            | <input type="checkbox"/> Meetup Groups  | <input type="checkbox"/> AdWords<br>(Display Network)   |
| <input type="checkbox"/> Book/Ebook                         | <input type="checkbox"/> Tradeshows   | <input type="checkbox"/> Bing PPC   |
| <input type="checkbox"/> Samples/Trials                     | <input type="checkbox"/> Channel Selling<br>(Amazon, eBay, etc...)                  | <input type="checkbox"/> Yahoo PPC  |
| <input type="checkbox"/> Quizzes/Surveys                    | <input type="checkbox"/> Facebook Advertising<br>(Paid)                             | <input type="checkbox"/> Affiliate/Joint Ventures/<br>Referrals                                 |
| <input type="checkbox"/> Free Consult/Assessment            | <input type="checkbox"/> Facebook Marketing<br>(Organic) (i.e. Pages/Groups/Events) | <input type="checkbox"/> Groupon/Living Social  |
| <input type="checkbox"/> Coupons                            | <input type="checkbox"/> Twitter Organic  | <input type="checkbox"/> Content Syndication  |
| <input type="checkbox"/> Flash Sales                        | <input type="checkbox"/> Twitter Paid   | <input type="checkbox"/> Display Advertising Offline<br>(Trade Publications, Magazines, Etc...) |
| <input type="checkbox"/> Podcast                            | <input type="checkbox"/> LinkedIn Organic<br>(Posts/Groups)                         | <input type="checkbox"/> Display Advertising Online   |
| <input type="checkbox"/> Blog                               | <input type="checkbox"/> LinkedIn Paid  | <input type="checkbox"/> Direct Mail<br>(For Acquisition)                                       |
| <input type="checkbox"/> Offline Catalog                    | <input type="checkbox"/> YouTube Organic  | <input type="checkbox"/> Email Advertising<br>(Solos, Newsletter Sponsorships, etc...)          |
| <input type="checkbox"/> Online Catalog<br>(Ecommerce Site) | <input type="checkbox"/> YouTube Paid   | <input type="checkbox"/> Radio Advertising  |
| <input type="checkbox"/> Valpack/Moneymailer                | <input type="checkbox"/> Instagram  | <input type="checkbox"/> TV Advertising   |
| <input type="checkbox"/> Physical Gift/Premium              | <input type="checkbox"/> Pinterest  | <input type="checkbox"/> Distributed Sales Force  |
| <input type="checkbox"/> Loss Leader Offers                 | <input type="checkbox"/> Search Engine Optimization<br>(Google/Yahoo/Bing)          | <input type="checkbox"/> Wholesaling  |
| <input type="checkbox"/> Webinars/Teleseminars              | <input type="checkbox"/> AdWords<br>(Search Network)                                | <input type="checkbox"/> Review Sites<br>(Yelp, Angie's List, etc...)                           |
| <input type="checkbox"/> Live Events                        |   |   |
| <input type="checkbox"/> Traditional PR                     |   |   |

## 2 GET THEM TO SPEND MORE

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- |  |   |
|--|---|
| <input type="checkbox"/> Immediate Upsells           | <input type="checkbox"/> Consulting/Training          |
| <input type="checkbox"/> Cross Sells                 | <input type="checkbox"/> Customer Appreciation Events |
| <input type="checkbox"/> Slack Adjusters             | <input type="checkbox"/> Done For You Service         |
| <input type="checkbox"/> Bundles/Kits/ Value Buckets | <input type="checkbox"/> Expedited Shipping Offers    |
| <input type="checkbox"/> Line Extensions             | <input type="checkbox"/> Warranties/Insurance         |
| <input type="checkbox"/> Subscription/Continuity     | <input type="checkbox"/> Downsell                     |
| <input type="checkbox"/> Membership/Association      |   |

## 3 INCREASE BUYING FREQUENCY

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|---|---|
| <input type="checkbox"/> Regular Email Newsletter<br>(Daily/Weekly/Monthly) | <input type="checkbox"/> Cart Abandonment Follow Up                         |
| <input type="checkbox"/> Automated Sequential Email Follow-Up               | <input type="checkbox"/> Direct Mail Marketing To<br>Existing Customer Base |
| <input type="checkbox"/> Exit Offers  | <input type="checkbox"/> Outbound Phone Follow-Up                           |
| <input type="checkbox"/> Bounce Back Offers/Product Includes                | <input type="checkbox"/> Coupon/Gift Cards                                  |
| <input type="checkbox"/> Retargeting  | <input type="checkbox"/> Newsletter/Magazine<br>(Physical)                  |
| <input type="checkbox"/> SMS  | <input type="checkbox"/> Customer Appreciation Sales/Offer                  |
| <input type="checkbox"/> Loyalty Program                                    |   |