

DAY 18: Sell Like a Girl Scout

Even with a great product or service, and a great offer to make your pitch, magic money doesn't usually fall from the sky. Channel your inner Girl Scout and make some sales!

Imagine being able to connect with the people who want what you have to offer - you don't have to persuade them or convince them - they are already pre-sold or at least pre-interested. They know that you can give them what they need. That's what it's like when your message connects with the right person or the right group of people.

So... how can you create a situation like that? It doesn't usually just appear in the middle of nowhere.

Let's start with a couple of principles:

1. **There's no replacement for a good idea.** Some people make the mistake of being all marketing, which is also like being all talk, no action. First things first, make sure you have something valuable to offer. It's not all about SELLING. Make something that is useful and helpful.
2. **You have to go from an idea to an offer.** For now, just know that an offer is something like "sign up for my coaching session. It costs \$97 and it will help you run faster, save time, sleep better, be happier." That's an offer, and you need to have an offer before you can do any marketing.

OK, so let's assume that you've done that. You do have something worth talking about, and you've gone from idea to offer. How do you reach the right people with the right offer?

Tactical

There are four general strategies to consider for your first marketing effort.

These are not the only options - there are also webinars and affiliate programs and many other possibilities - but as always, we're keeping it simple. We're going to look at: email, social media, advertising, and word of mouth.

Let's go through these strategies one by one.

ONE. Email: the single most important strategy

- You should absolutely be collecting email addresses, the sooner the better
- I use ConvertKit (convertkit.com/sidehustle) because I think it's much smarter and offers more options than Mailchimp and other providers
- But if you already have something, that's fine too
- Give people a reason to sign up
- Communicate regularly

Example: Ep. 51. Scott's Cheap Flights (a million-dollar business built on a single email list)

TWO. Social Media: can work but don't try to do everything. I actually think overall it's probably to use social media to maintain relationships more than market.

- Do 1-2 things well instead of being on every network
- Commit to 1-2 posts a day instead of a ton
- Which networks are best? The best one is wherever your people are
- Remember, it's ok to schedule these posts in advance (but carefully): use [Later.com](https://later.com) or [Buffer.com](https://buffer.com)

Now I said that *generally* I think it's better... but there are exceptions.

Example: Ep. 96 - Instagram Calligraphy Project Earns \$9,000 in Year One (Caddy)

- **Fashion flash sales**

So in some cases, that can work... but you'll probably need to have some compelling reason for people other than your friends and family to follow you in the first place

THREE. Advertising: worth an experiment, but learn more before you spend a lot.

- Experiment with Facebook ads or Google ads. You can often get a \$25 or \$50 credit. If not, it's not a bad thing to do a little test

Example: Ep. 73: Florida Man Earns \$100,000 Selling T-Shirts with No Inventory

Benny built a whole business—six-figures a year selling t-shirts—entirely through FB ads. Key point: he tested at \$10 a day for a long time until it worked.

FOUR. Word of Mouth: Most effective in the long-term!

- Start with who you know: Everyone knows someone.

Here's an exercise from the workshop: write down 5 people that you're going to ask for help. To adapt it here, let's start with 5 people you know that you think could be helpful in spreading the word about what you're doing or who can connect you further. This shouldn't be 5 random people, it should be 5 people who have the ability to help further your message.

- Encourage people to spread the word.

Example: Ep 37. American Expat Coaches Families Who Move Overseas (Jeff)

Jeff followed this formula —he had something valuable, then he went from concept to offer (coaching session for \$150 an hour), and then as he helped people, he was then able to help more people

And on his website, he collected email addresses ...

A Few General Tips

These might apply regardless of what specific marketing you're doing...

- Don't spray and pray; be intentional
- Set daily or weekly recurring actions
- Separate your tasks into development and operations
- Notice what seems to be effective and do more of that

Summary

- Tactical round-up: if nothing else, start collecting emails

Just remember that for now, and here are the questions to get you thinking:

- What is your offer?
- Who are your people?
- How will you reach them?
- What is your goal?
- What are your next actions?

Lead with benefits, back them up with features.

So as you begin working to spread the word about your offer, you want to make sure that in all your communication, you're letting people know just how great your product or service is.

At the end of this course, users will _____
_____.

By buying this widget, customers will _____
_____.

I will improve my clients' lives by _____
_____.

Call to Action: Identify 4 ways that you will market your new product or service.

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