

optimize-episode15

📅 Wed, 2/17 4:06AM ⌚ 12:51

SUMMARY KEYWORDS

products, facebook group, talking, email, created, links, copy, sell, results, audience, people, action, visible, clients, services, promise, member, feel, footer, put

Hey, my name is Jamie Russell and I am so happy to be here today to talk to you about the four super simple fixes that can convert your existing audience into more sales. I work with faith driven entrepreneurs who have a digital product, a course or a membership, that they are trying to get out into the world without jumping on the live launching a roller coaster. They're looking for freedom, they're looking for flexibility, and they're looking for consistent revenue. And that's really what I'm all about, and things that I teach within my MemberVault and how I help my clients every day with just getting more sales and making things more consistent.

So my four things today that I'm also going to give you a bonus tip that's going to help you with these four things are going to show you how to take your existing audience into your MemberVault and getting more sales than what you currently have. Oftentimes, when my clients come to me, they are coming to me with the problem that they have their audience, they've grown on a platform, they have a podcast, they have a Facebook group, they have an email list, it really doesn't matter what avenue that audience is formed, but they have an audience, they have a community, but nobody's buying, nobody's coming into their MemberVault, nobody's getting their thing. And they're not really sure why.

Sometimes it's even their free products that are no one's opting into and no one's registering for. So we talked through a lot of these same tactics and what they can do, and how they can better optimize their member vaults and their products that are out there. So the first one is going to seem super simple.

But I'm going to dive into exactly what this means. So making your products more visible. So by this, I mean linking them out on your website, having them at the top in your menu on the bar, in

your footer, making it super, super easy for someone to click through, you don't put through a bunch of walls and gateways and, and avenues for people to try and find your thing. You just make sure that they can click and go right over that it's making it super easy.

On your social media, are you putting it in your cover photo? Are you giving them a clear call to action to opt in and start getting your things or sell your your low cost offers? Are you linking out to it in several different areas, there's your bio, there's your website link, you can create a links page or a link tree that has all your different links in it. When you're sending out emails are you putting a link to your member vault in the footer, so where the unsubscribe thing is at the bottom of your emails, a lot of people don't even think or realize that you should be putting links there.

If you look at any of the emails that have come from MemberVault, Erin is a great example of this. Like she preaches this all day long on really optimizing your email template and your email footer. So making it visible there so that even if your email has nothing to do with the product you're not pitching, they can be like, oh, that person I saw that thing from them, I want to go by it. And it makes a really easy segue for them to get your member vault account. You can put it in your email footer or not your footer, your signature. So whenever you're emailing people, I always have a line sometimes that's an affiliate link of like, want to get a free MemberVault account. You could also have like, go to my MemberVault marketplace or resource center or whatever you call your MemberVault, right in your your the signature of your email. So that anytime you're emailing even your clients like they have the resources and they have everything right there.

So just every single place that you can think of to make it accessible and visible. It's prime real estate, like all the places that you could have links like if you're using Instagram, creating a highlight bubble, just use your MemberVault products and don't make it you know, like 30,40 dots long like just summarize what is in your MemberVault, update it often and have it there have it visible. If you have a Facebook group, the same thing so you can use your Facebook group image at the top with a call to action on what their first step should be when they join. You can have it as their member questions. So tell them you're going to give them a free gift in exchange for their email, put them right in.

You can have a welcome text that tells them how to get into your products and get into member volts. You can have a units tab set up that takes them through the different number of products and services that you have. And you can it's not pitching them like I know I'm listening nature like man, like I'm probably selling them a lot. And it's not that you're just making it very, very easy for someone to find your things and go and get them and go and buy them from you. Which is what

MemberVault is all about.

The next one is leveraging video as much as possible. So I have found that any of your pages, you're welcome area, your module areas, your lessons, if there is a video there, it I think the statistic is like it's 30% more likely to convert, if there's a video, and that video doesn't have to be long, it can literally be like one to two minutes of you just saying, Hey, this is why I created this thing. This is why I'm really excited about you getting it and here's the results you're gonna get. Like, it doesn't have to be anything of teaching, it can just be you talking to a screen, it could even be a screen share video of you, showing them the back end of the product or, or scrolling through the templates you've created, whatever that may be.

But anytime you add a video, it makes it interactive and makes it feel warm. It makes it feel alive. It doesn't feel like a cold page. It doesn't feel salesy. It doesn't feel pitchy as long as you're talking and communicating that to them in a way that is to, to a warm community. So leverage your video, like really, really think about all the places that you can add video, and just take them through the journey, take them through all the steps. The third thing is your copy. So copy, I think is the biggest thing that people get stumped on your headlines what you should say and where.

But I'm going to tell you the two biggest things to focus on with any of your copy. One - your promise, what are you promising them that your product or your service is going to deliver. So for example, I used to be a Dubsado setup person and I had a course all about setting up your Dubsado. My promise was not that your Dubsado was going to be created by the end of it because that was a lot of stinking work. But my promise was that they were going to be more confident about the workflows that they were creating, and be able to sell their services easier. Because those systems were put into place. That was my promise. If you can get super solid about what your promise is, and then making sure that it's results driven, that in and of itself is going to sell your stuff easier. And that goes perfectly in the second part of copy, which is results and outcome.

So oftentimes people are trying to sell based on features. My thing includes 10 templates, my thing includes a menu like those are features, I don't want to necessarily know that it has a menu, I want to know that that menu is filled with healthy ingredients. They're allergy friendly, and they're going there, they're crafted to help me lose weight quicker. Like that's results driven, outcome oriented copy.

So you really need to I've actually bought programs where I didn't even know what it included, it was just results like I knew by the end of the program, this is what it was going to give me. This is how I was going to feel. And that is how people buy from you. They don't buy because of what it is or what it includes or the features they're buying because of the results. They're buying because of what they feel and why they want that thing.

So just think about it from the buyers perspective. Look at the stuff you've purchased. Why did you purchase the stuff that you purchased? What was it that sold you on the copy and really look at your copy from that position, make things have action words in them, make sure your call to action buttons are saying get have access, schedule a call like it's action oriented. Make sure you're using those action words and anything that sounds like it's driven by results. That's going to bring your copy up to an elevated level and it'll convert more.

The fourth and final thing and then I'll do my bonus tip is follow up and ask regularly. So there have been times when I've talked to people and they've had plenty of lead opportunities that they didn't take up from people that are sitting in their DMS that have answered MemberVault quiz questions that are hot and warm leads and they never took a minute to email those people or send a voice memo or try and give them an additional resource through email or whatever the case may be. Like I've even linked out to just resources I find on Pinterest or in the MemberVault community. But me taking that moment out of my day in my time to send them something whether it's something I created or not, puts you on a different level from other people out there and it helps you think stand out. So follow up creating follow up systems can creating ways that you can automate that process is going to, like, be huge when it comes to making sales, or even getting feedback to make your things better.

And then asking regularly, are you doing the ask? Are you telling your audience? Are you sending emails about your products and services? When people are in your DMS? Are you letting them know about those things? are you mentioning experiences that you've seen from your students and clients? Are you screenshotting those things and putting them on your Instagram stories? Like, where's the ask and like, honestly, because those things expire. And because we're being hit with so much information all the time, like you can't do it enough. Like you just can't, you need to be front of mind, and you have to be regular.

Now there is sort of like an 80/20 rule, I get that like, you can't be constantly all day every day, but you should be doing it often. So think about ways to do that. So the my bonus tip here is that I would go through your MemberVault account, your website, your Facebook group, from the

perspective of your ideal customer or buyer, and see what it feels like are there too many clicks? Are there areas that you can simplify? Do you have too many products and services in your MemberVault? Are you giving them decision fatigue, and if need be ask a couple of people to go through the process, and then come back and give you feedback.

And these would be people that are like colleagues, maybe someone in a mastermind, someone in another Facebook group here in the the Maximize your MemberVault community even ask someone to walk through it, see how they feel about it and give you feedback because they will likely be able to point out things that maybe you didn't see because you're too close to it that have to do with some of the things that I mentioned above with just making it more visible, strengthening your copy, strengthening your your follow up procedures on the back end, and maybe adding elements like video that you didn't think about.

So there is my talk today, I want you to be sure to watch my training and the Action Lab to learn even more about these tactics, my training in there specifically about what to do or not to do after a failed launch or when your product just isn't quite selling the way that you wanted it to. So that is going to be an awesome training on that and me talking through some of these things in a more in depth way. I hope you enjoyed this episode and I look forward to seeing you inside of the MemberVault Facebook groups.