

The **My Online Biz** **Tool Kit**



**The 50-piece toolkit to start, scale and
sustain your online business!**

Tool #6 - The Post-Sale Planner For Upping Your Order Frequency

You've just made a sale. Now comes the important part: you need to get this customer to order from you again. And again. And again.

That's exactly what this post-sale planner will help you do, as we cover the steps you need to take over the next seven days (*and beyond*) to get your customers buying products and services from you more often.

Day 1: Look for Promo Opportunities in Your Sales Funnel

Today is a planning and review day where you'll look at your existing sales funnel to find opportunities to sell more products to your existing customers.

Below you'll find a list of points to check throughout your sales funnel. As you check these points, brainstorm a list of potential offers you could promote at these various points:

- ⇒ Order forms.
- ⇒ Download pages.
- ⇒ Thank you / registration / confirmation pages.
- ⇒ Blog.
- ⇒ General website.
- ⇒ Exit redirects on your website.
- ⇒ Popup windows on your website.
- ⇒ Notification / hello bars on your website.
- ⇒ Social media.

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- ⇒ Promos within the products themselves.
- ⇒ Physical mailings (*e.g., sending postcards to customers*).
- ⇒ Follow-up emails for prospects and customers.
- ⇒ Emails delivering content for membership sites.

For example, you might look at a download page for a product teaching people how to write a novel, and you might create a list of potential promos, such as software that's designed to help people with character development and plotting their novel.

NOTE: Brainstorm widely here, even if you don't yet have a particular product created or in your sales funnel yet.

Day 2: Insert Promos

Today's task is to start implementing what you planned yesterday. You can start by inserting promos for your existing products, such as promoting your foundational (*core*) offer inside your frontend (tripwire) product. You can then move on to other items on the list from yesterday, such as thank-you page promos, download page promos and so on.

If you don't yet have a product to promote in certain places in your sales funnel, then the other thing you'll want to do is look for affiliate offers that are similar to what you had in mind. Consider these temporary placeholders as it's always best to promote your own offers whenever possible. So, use affiliate offers until you get your own offers created.

Which brings us to the next point...

Day 3: Plan Additional Offers

In Day 1, you brainstormed potential offers that you could promote in various places on your platforms and throughout your sales funnel. Now today is another

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planning day as you'll want to take a closer look at your brainstormed ideas and do the following:

1. Determine which product ideas are in demand. Here you'll do your market research in order to determine which product ideas are likely to sell well. Note that promoting affiliate offers temporarily also gives you the opportunity to see which ones are selling well – you can then create something similar, yet better.
2. Determine which product ideas are a good fit for that particular place in your funnel. A product may sell well, but you need to figure out if it's the next natural step for a customer who purchased a particular product.

Again, today is a planning day, so complete the research. Later in this planner, you'll start working on the products.

Day 4: Plan Email Follow-Ups

The next step is to plan email follow-ups for your customers. Plan on starting with at least a three to five email sequence for each product someone purchased, and then over time, you can add additional emails to the sequence.

For example, a customer just purchased a tripwire offer such as guide to picking a project car for restoration. You'd then create a five-email sequence promoting a full video course that shows people how to restore the car. Your job today is to plan what will appear in every email in every sequence you send.

Day 5: Segment Your List

Your next step is to determine how to segment your list and then implement segmentation according to your email service provider's instructions. That way you can send highly targeted ads and offers to each segment.

NOTE: You should have *"tags"* or *"segments"* for EACH product in your funnel. You can also segment by:

⇒ Location and other demographics.

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- ⇒ Whether a customer uses coupons / takes advantages of sales.
- ⇒ Other topics the person has expressed interest in.

Next...

Day 6: Review Your Retention Strategy

Retention and customer satisfaction are big keys to getting customers to make repeat purchases. That's why you'll want to review your business to be sure you're retaining customers.

Check these points:

- ⇒ *Are you creating in-demand, high-quality offers?*
- ⇒ *Do you under-promise and over-deliver?*
- ⇒ *Do you have exceptional customer service?*
- ⇒ *Is your website user-friendly?*
- ⇒ *Where do people tend to cancel / ask for refunds – and why?*
- ⇒ *Do you offer surprise bonuses?*
- ⇒ *Do you offer special perks, such as customer-only offers?*
- ⇒ *Do you interact with your audience to build relationships, such as in a private Facebook group?*
- ⇒ *Do you have onboarding sequences in place for your products?*
- ⇒ *Do you survey your customers to get ideas for improvement?*
- ⇒ *What else can you do to improve customer satisfaction and retention?*

Next...

Day 7: Plan Special Promos

Another way to boost sales is to run promos. To that end, today you'll want to plan special promos to send to your existing customers. These promos may include items such as flash sales, BOGO offers, holiday sales, matching-credit offers, coupon codes and more. Go ahead and plan promos, including what product you'll promote, the details of the offer, and when you plan to promote. (*Plan six months to a year out.*)

TIP: Take a moment and plan out what sort of content you'll use to promote these special offers.

And finally...

Conclusion... Day 8 and Onward: Implementation

Now that you've planned out ways to generate repeat purchases, your next step is to create a schedule for implementing your strategy. For example, you need to:

- ⇒ Create additional products for your sales funnel.
- ⇒ Create promo materials for special offers.
- ⇒ Create email follow-up sequences.

And so on. Schedule everything you need to create and / or outsource so that you can implement this strategy as quickly as possible.