

4 SELLING STRATEGIES



sell

4 SELLING STRATEGIES
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Welcome!

Welcome to your Selling Strategies module! This is a FUN and intense module where we work to get more income flowing into your business using strategies.

You may be an experienced seller and have used some of these strategies to create sales, or you may be brand new and still building an audience for your products.

Either way, these strategies are a great starting point to introduce your audience to your product, gain sales, and gain traction in your business goals.

And here's the big secret...a TON of what's going to happen during your sale actually gets decided in the lead up TO THE SALE and not on the day of the sale.

I'm repeating that again: a TON of what's going to happen during your sale actually gets decided in the lead up TO THE SALE and not on the day of the sale.

So let's go learn how to use these strategies.

LIVE SALES
5 & 5 SALES
CLAIM IT SALES
PICTURE SALES

Photo Tools

You can actually begin to take great product photos with a camera phone, natural light, a simple backdrop, and the photo editing apps on your phone.

Later on you can upgrade products if you desire, but great photos don't take expensive tools.



Before: Camera phone, wide shot, neutral background, natural light. The second set up adds some props.

Tips

-Try taking photos outside or near a natural light source.

-You can use a neutral background and some simple photo props to stage your photos.

-Post sneak peek photos several times during the 2 weeks leading up to your sale.

-A few hours before the sale, post a picture of a group of the items that will be for sale as a big sneak peek.



After: Cropped and rotated to zoom into the product. Run through a basic photo editor. (Light Room App, Snapseed app, or any other photo editing app can make small adjustments to brightness.

LIVE SALES

Printable Numbers

Ashley recently added Comment Sold and updated her numbers to be full sheet numbers that allow her to put a quantity of an item on the sheet. She still laminates them. This is a link to a google doc where you can go to FILE --Make a Copy-- and edit to add numbers. You can also download. PLEASE MAKE A COPY IN DRIVE FIRST.

Tracking Sheet

You can download a PDF printable tracking sheet that Ashley uses for sales. Or make a digital copy of a Google Sheet and use it to track sales digitally during a live.

PRINTABLE



DIGITAL



14 Days of Copy

Copy and paste or modify the included copy on the following pages for the 14 days leading up to the sale and several posts for sale day! Ashley includes lots of ideas to get people interacting with your posts leading up to the sale!

Exact Rules

Ashley's exact rules that she uses for live sales are also on the next pages. You can copy and paste. You can edit them to make them fit for your business. Make sure you post your rules the day of the sale and go over the rules at the beginning of your live sale.

Notes and Ideas

14 Days of Copy

14 Days Until the Sale

"CHECK THIS OUT! Can you believe it?
We are having our FIRST/NEXT live
chance for you to grab some goodies"
(Post a Meme or graphic (like one made
in CANVA) with your copy).

13 Days Until the Sale

"I have been working really hard on this/these! Which
one is your favorite? I can't decide!" (picture of you
making or getting your items in from a shipment) So for
instance if you are a boutique you might want to change
your wording to: "I have been working really hard on
finding the RIGHT ___ for you all, which one is your
favorite? I can't decide."

12 Days Until the Sale

" I love this little space right now. It might
be messy at times. It might look like
chaos to you, but this is my peace of
mind (I know it's hard to believe, lol). " ---
post picture of behind the scenes.

11 Days Until the Sale

"CHECK it out! This is ONE of the items that will
be available coming up on ___(date), would you
___ (wear it, use it.. or where would you put
this, or who would you give this to)?" --Engage
with audience every chance you can.

10 Days Until the Sale

"Did you hear about it... the LIVE on ___? We will
be going LIVE for you to get some amazing ___and a
little something extra! Stay tuned in through the
upcoming days." (You will make a funny meme, or
meme that relates to your business)-- this post is
setting them up for your "Special Post"

9 Days Until the Sale

"Just a little Sneak Peek for you! We are
working really hard on getting these items
ready. You are going to love them."

8 Days Until the Sale

"Here is where I am working today...
show me yours?" (Good place for your
work table, working outside, working in
your shop, working at your table, at your
computer, etc.)

7 Days Until the Sale

"You know the other day when I told you about that little
something EXTRA... well I can't keep it a secret anymore, here
it is..." Post your deal. It can be Live Sale Bucks (I call mine
RiOak Bucks), it can be spend \$ and get a percent off their
order, it can be an extra gift with \$ amount of purchase... BE
creative.... sometimes it is offering some DAMAGED product
for 50%. Make it exciting for them. --Again post a meme or
more of the product you have for the sale. Be careful of
wording.

14 Days of Copy

6 Days Until the Sale

"We are in the countdown.... I am getting excited, You all know I love my _____ (put your drink of choice). So that's what I will be bringing to the LIVE party... post a GIF of what your Favorite drink makes you feel like, or POST below what beverage you will be bringing..." or you can do food one night etc or favorite snack.

5 Days Until the Sale

"This is where I spend the majority of my days, right here! Look at all these goodies we are preparing today." (Post a picture of behind the scenes of your work days.

4 Days Until the Sale

"I have been working on this new design (or I have been putting these together--- could be paired jewelry, or outfits, or decorating tips etc.)." This is a Good Post to go LIVE and show them the new product and get the excitement going on... "I will only have 3 of these during our live on ___ day, so make sure to be there!"

3 Days Until the Sale

"So here it is.... a few sneak peeks for you, can you believe it we are within the 72 hour countdown, wahooooooooo!" (this is a good post for you good pictures of your products being staged in good lighting).

2 Days Until the Sale

"I can't tell you just how excited I am to be able to show you all the goodies ONLY two more days until show time." (post an excited selfie).

1 Day Until the Sale

"Out of everything that will be available during ___(day) I have to say this is my favorite one. I love how _____." Be descriptive and post a picture of one or two of your favorites or use this to post your special product or seller choice product!

DAY OF THE SALE #1

-Post a picture of half of your inventory or all of it--- "Do you see something that you just have to have?" OR "Here it is, this is what I have been working so hard on, I will see you back here tonight at _____."

DAY OF THE SALE #2

Post your rules!

14 Days of Copy

BONUS: LIVE SALE COPY

"WE ARE LIVE! With all kinds of _____ . Specials, lots of fun... come hang out with me!"

BONUS: LIVE SALE COPY

"Rules have been posted: Please note first to comment with their favorite emoji and then the number OR with number and I SEE FIRST will be announced. It will look different on your end than on mine!"

BONUS: LIVE SALE COPY

"IT's HERE! We are LIVE tonight to SELL the most amazing _____."

AFTER the sale.

"Thank you so much for supporting small local business, or our handmade company! We appreciate each and everyone of our customers!"

Sample Rules

Ashley's Rules

(YOUR BUSINESS) Live Sale
Rules

Welcome to (YOUR BUSINESS) Live (TIME OF SALE and TIME ZONE)

Join the fun by watching the live video and get deals on (YOUR PRODUCTS...HOME DECOR...JEWELRY...ETC)!

A product will be held up, size, color, and price will be announced along with the product's number.

Once a number is announced, if you would like to purchase for the price stated, you will comment with a word or emoji of your choice with the number. (Examples: Me17, Mine23. Anything will do.) Shipping is (put in how much shipping will be for each item.)

The name of the winner will be stated. The winner is the first person I see on my end. It will look different on yours due to internet connections.

If you are announced a winner, you will message (YOUR BUSINESS NAME OR YOUR NAME) with the NUMBER you won and if you need shipping/pick up- Must message TONIGHT.

A link will then be sent to you through Facebook Messenger. You will click the link and purchase. By 5:00 tomorrow.

No passing to the next person. If you comment, you are committing to purchase.

Read through these exact rules that Ashley uses for her sales. You may have to change things up for how you will do shipping, pickup, invoicing etc.

But this will give you a great starting point to create your own no-fail rules for your live sales.

Feel free to copy and paste them. We've also included a sample graphic made in CANVA that Ashley posts before her sales.



Tracking

Printable PDF

Click here to access a printable PDF tracking sheet that Ashley uses during her live sales. There is room to write the product, the name of the person that won it, the price, and places to check mark if they have been invoiced, have paid, and have been shipped or are ready for pickup. Print as many copies as you need for each of your live sales.

Digital Google Sheet

If you would rather track things digitally, this Google Sheet can be saved to your drive. Just click here and then go to <FILE> at the top of the document. Go down to <Make a Copy> Choose what you want to name your copy and which if any folder you want to save it in your drive. Then click <OK>. You should be able to type directly into the document now. You'll need to make new copies for each sale if you want to save old sales records. Then rename your sheets by the sale date.

LIVE SALE (- -)					
Product	Name	Invoiced	Paid	Cost	Pick up/Ship

LIVE SALES

A live sale is a great way to drive a frenzy. Ashley recommends that you have around 15 products at least for your sale. Make your plan below.

How many items and which ones?

What rules need to be a part of your own rules?

What is the date and how long will they have to shop?

What lives will you do in your lead up?

5 & 5 Sales

The major difference between a live sale and a 5 & 5 sale is that you can take orders on the items, and the live you do is shorter because you are showing fewer items. You can view a sample of one of Ashley's 5 & 5 sales by clicking here.



How many items and which ones?

How will you create urgency or limited amounts? 24 hours to shop at discounted price? One of a kind items? Orders for first ____ at that price?

What lives can you do leading up to the sale?

What is the date of your sale?

Picture Sales

The major difference with a picture sale is that it is NOT done live. Because it's not live, it's not as frenzy building, so you HAVE to be on point with your lead up to make sure that people know about it and come to your page to purchase without relying on notifications to get them there.

How many items and which ones?

How will you create urgency or limited amounts? 24 hours to shop at discounted price? One of a kind items? Limited amounts?

What is the date of your sale?

Notes:

CLAIM IT SALES

The fun of a claim it while I make it sale is that there is some aspect they get to personalize or choose. It could be that I'm adding their name. Or I'm making it while they watch. Think outside the box and have fun with this one!

How many items and which ones?

How much will be done before? How much customized?

What is the date of your sale?

Notes:

WHAT TYPE OF SALE ARE YOU CHOOSING?

WHAT DATE AND TIME?

**ARE YOU GOING TO
BE PART OF THE
GOLDEN GRIT
CLUB?**

YES!

