THE SMALL BUSINESS GUIDE TO GETTING SALES ONLINE

EVEN IF YOUR BUSINESS IS OFFLINE

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Frank started working his magic in our area when I was about 6-7 years old.

At the time he drove an old beaten up Toyota Corolla.

By the time I was in my late teens he drove a brand new BMW.

Now that's not the only criteria for success. But it's definitely one criteria of success.

When I started my online ventures, I thought of Frank. And wondered what his secret was...

After studying many online marketing experts, I found a few who resonated with my thinking, did their courses, bought their books and tested their strategies.

One day, out of the blue, I had an epiphany and finally realised what Frank's secret was.

As a kid, I often used to see Frank at my home, having coffee with my parents.

They invited him in as a welcome guest, with smiles on their faces, not as a pesky salesperson.

He would often sit with an open folder filled with printouts, newspaper cuttings and other documents.

I remember pictures of happy families, graphs and (what I now believe to be) projections.

I remember Frank tapping away on his calculator, writing something down and then talking to my parents about it.

They would have another discussion, he would do some more calculations, write them down and have a discussion about it.

This could easily go on for an hour or more.

My parents were always completely engaged and always had lots of questions, which Frank happily answered.

Once, while he was packing up, I heard him ask my parents whether they knew anybody else with young kids.

My uncle lived around the corner and one of my father's good friends lived further down our road. I remember my father giving him their contact details.

Frank sold life insurance and education policies. And our neighbourhood was new, with lots of young families.

Frank focused on the primal instincts of parents, which was to look after the well-being of their kids.

He knew that parents would put the well-being of their kids before their own well-being.

He could therefore offer kids security in case something happened to their parents. And he could help secure the future of their kids should they wish to study further one day.

He also knew that if he got the contact details of the right people from my parents, he could use them as a referral. Which was much better than approaching a cold lead.

He would then simply give the person a call, say where he got their details from, start the conversation and get an appointment to see them.

He just did this over and over.

I often used to see his car at different houses in the area.

When I visited my friend's homes, I saw the same scenario play out.

Frank totally dominated the area.

Frank knew the secret to getting consistent sales.

The secret is hundreds of years old. It's been around since people started trading and going out to find business.

This secret also works online, even if your business is offline.

Frank's story came to mind when I was trying to figure out how to fill my coaching program and sell my online courses.

I'm not a salesperson or a marketer in the traditional sense of the word. I spent most of my life in the corporate world, designing, building and managing systems.

But, when I went online, I had to learn the processes to do it in a way that I was comfortable with, yet got results.

I also had to do it cost-effectively, as I didn't have the money or resources of a big corporate.

During my search for a solution, I had an epiphany one day.

I realised that Frank applied these techniques way back then before the Internet was even a blip on the radar.

And I realised those techniques work today, and are being used successfully to help small businesses compete online.

But, the difference today is that we have the ability to **automate our processes** in a way that wasn't possible for Frank at the time.

So when I set up Cricket Fanatics Magazine, an online publication, I decided to set up the necessary infrastructure, systems, processes and tools to help small businesses get sales online, even if their business is offline.

As I had designed, built and managed systems in the corporate world for over thirty years, I knew how much companies spent on systems to give them a competitive advantage.

And I knew that small businesses couldn't do the same.

Small business owners traditionally didn't have the knowledge, expertise, resources, or budget to build automated systems to get sales online.

I also realised that getting sales online is no longer an option if a small business wants to survive, even if their business is offline.

So, I decided to start helping people get sales online using what I learned, and the systems I used, so small businesses could benefit from the investment that I've made.

There are now options available for small businesses to get sales online affordably without the technical headaches of setting up and managing their own online systems.

And it's even possible to **get started for free**, and only pay once you make money.

But you first need to **know the strategy** to get sales online...

The strategy I will cover next can be used with many different toolsets, even free ones.

Before you make a technology decision though, you must understand the strategy.

Else you will waste money, time and effort.

So, pay attention to the strategy.

Ensure that you understand the process.

The process can even be used offline, just like Frank did...

Backstory:

My name's Faizel Mohidin.

I'm the co-owner of Cricket Fanatics Magazine and I'm responsible for all the systems and processes that keep the magazine running.

I designed, built and managed systems in the corporate world for over 30 years.

Corporates know that systems give them a huge competitive advantage, so they spend millions on systems.

I knew this.

So, when I first started online, I tried to copy what I did in the corporate world.

But, it was a big mistake, as I didn't have the budget or the resources to do the same.

I had to come up with a solution that works for a small business like mine.

Luckily, the Internet has made a new breed of systems available that enable small businesses to start small and scale as they grow.

This makes it possible for small businesses to implement systems that suit their needs without having to make a huge upfront investment.

This changes everything.

As Steve Jobs, the genius CEO of Apple said: "The smallest company can look as large as the largest company on the web".

The Ingredients:

You need three non-negotiable ingredients to create and sustain a viable sales process: awareness, engagement and conversion.

In terms that you may be more familiar with:

- Awareness = Traffic

- Engagement = Leads/Prospects

- Conversion = Sales

I will be discussing all three in more detail below.

If you are not getting the sales you desire, you invariably have a problem in one or more of these areas.

But, before you can fix it, you have to understand how they work.

What I am sharing with you isn't conceptual, it's the exact things that need to be done to consistently get more clients, customers and sales.

It doesn't matter if your business is online, you have a physical location, or deliver services in person... You need to get this process working effectively.

You can follow the "get rich quick" gurus out there, showing unbelievable results with minimum effort, or you can put in a solid process that works.

You could also purchase fancy software that promises money-making machines with the click of a button.

In the end, you have to choose who to believe.

But, I am being completely transparent about how things actually work for real businesses.

Evaluate your current sales process against what I am about to tell you.

Evaluate it against what the "gurus" are telling you.

And then decide for yourself what path you would like to follow.

Here are the ingredients and recipe for what I know works...

The Strategy

As mentioned above, the ingredients are:

- Awareness = Traffic

- Engagement = Leads/Prospects

- Conversion = Sales

Awareness (Traffic)

"Awareness is any activity that makes your offer visible to an audience".
- André Chaperon

Paid traffic, organic traffic and referrals (word of mouth) are the three most common ways to create awareness.

For each of these traffic sources, you have to pay in time or money to get awareness. The largest platforms for traffic are Google, Facebook and YouTube.

Most small businesses focus on the above three sources to drive traffic to their offers. So, every time they want to put their offer in front of an audience, they have to pay (with money, or time).

But, there is another traffic source, which most small business owners ignore.

And if you take advantage of this and funnel people to this traffic source, you will be able to put your offers in front of an audience for free.

This gives you a competitive advantage and reduces the time, money and effort needed to put your offers in front of an audience.

Are you wondering what this source of traffic is?

It's the audience that you own.

This is made possible by building a list of leads, prospects and customers with their names and contact details.

Once you have their contact details, you can put your offers in front of your audience for free.

Remember: "Awareness is any activity that makes your offer visible to an audience".

To build an audience, you have to funnel people off from where they are into a system that collects their contact details.

Once you have their contact details, you can engage with them.

The best way to do this is still via Email.

Email enables you to put your offers in front of an engaged audience that knows you, likes you and trusts you - for free.

Email isn't owned by anybody. It's wired into the core of The Internet. So, it will be around for as long as The Internet is around.

Gmail, Yahoo, Outlook, etc., are just email clients. You can change your client and communicate to your audience with any client you choose. You could even use multiple clients.

All you need is their email address...

So to reiterate, the best awareness strategy is to convert traffic from organic and paid sources to traffic that you own.

Once you own the traffic, you will get a sense of control, which is what we all desire in our businesses.

This brings us to the next step, Engagement...

Engagement (Leads/Prospects)

Engagement starts when an **invisible stranger** gives you their contact details.

At this point, they become a **visible prospect**.

This is the first level of engagement.

If someone is not prepared to engage with you at this level, you can safely assume they won't buy from you.

So this is the first test that you must run.

You have to test whether people will engage with you.

The easiest way to do this is to set up an engagement campaign that offers something for free in exchange for a name and email address.

It could be a book, a report, a guide, a price list, a catalog, a video… As long as it's something of value.

This is called a **Lead Magnet**, as it attracts your Perfect Client and compels them to leave their contact details.

An example of a Lead Magnet is this guide you are reading. It attracts small businesses owners who want to get sales online.

Once you have their contact details, you can follow up and engage further with them, until you get to the next stage, Conversion...

Conversion (Sales)

Once they've become aware of your product or service, and engaged with you, you have the best chance of getting sales.

At this point, you make offers that will satisfy their needs or desires and get sales.

But, here is something worth noting:

Recently I heard Dean Jackson, a well-known Internet Marketer (from the "I Love Marketing" podcast) quote a survey done by The Inquiry Handling Service that stated:

Only 15% of customers buy in the first 90 days. 85% buy after that.

Yet, most small businesses only focus on those who are ready to buy now (the 15%).

The real money lies in the 85% who will buy later.

If you don't get their business, someone else will.

So, you need to find a way to get 15% to buy now and continue the conversation with the other 86% who will buy later.

The Recipe

Now that you know the ingredients, let's create a recipe for sales...

The quickest way to validate whether your product, service, or idea will get traction is by testing quickly and cheaply.

That's the biggest advantage of the digital age...

Set up a Lead Acquisition System that turns invisible strangers into visible leads and prospects.

Send traffic to your Lead Acquisition Page.

Follow up with the leads you get by conversing with them and making offers.

But, do this on a small scale first.

You need to design the minimum viable test that will prove whether the market will pay for your idea, product, or service.

The Minimum Viable Test

To set up a test, you need a system to capture leads and automate responses.

This is often referred to as an Autoresponder System, a Client Acquisition System, or a Sales Funnel.

This is what a typical client acquisition system looks like:
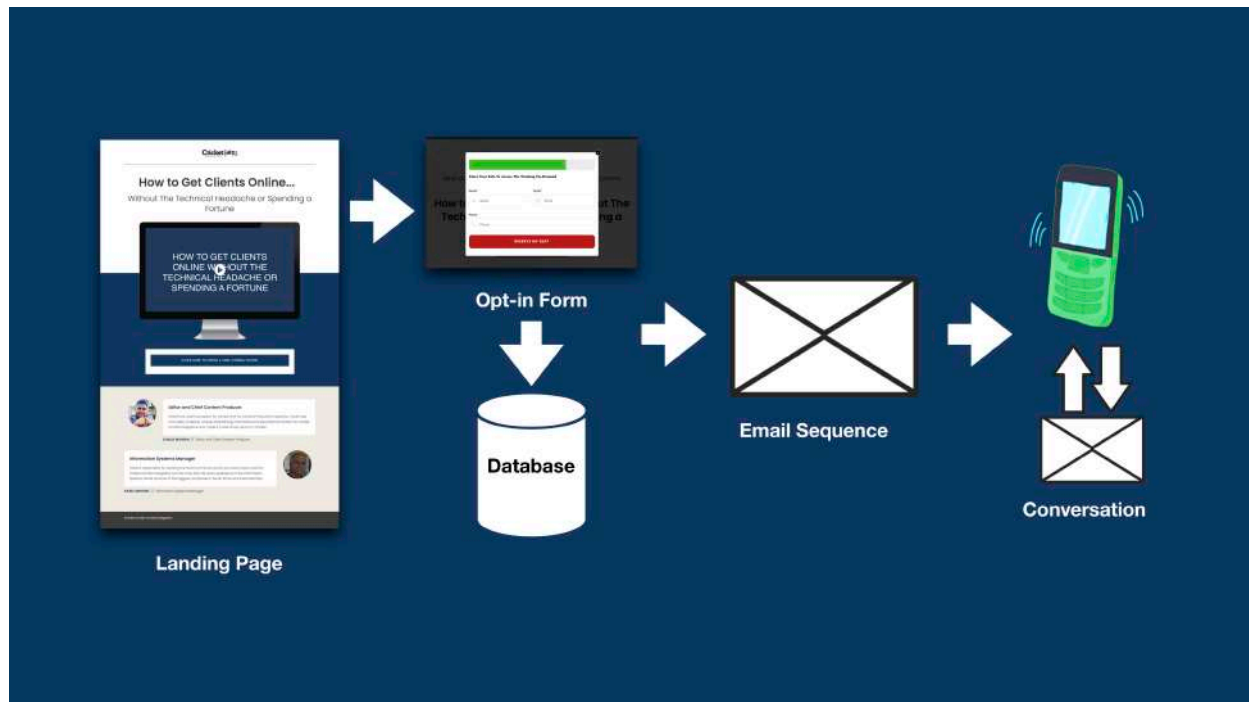
Lead Magnet --> Landing Page --> Opt-in Form --> Database --> Automated Response --> Ongoing Communication

A Client Acquisition System enables you to get leads, follow up with those leads, make offers and continue the communication, whether they buy or not.

Once you have your Client Acquisition System set up, you send people to your landing page and track the results.

If you are a new business or have a new idea, product or service, you have to design the quickest and most cost-effective test to validate your idea, product or service.

To do this I propose the 1,000 visitor test...

The 1,000 visitor test

Most people with a money-making idea never test whether their idea is good.

Fear of failure is a big reason for this.

The result is many great ideas go to the grave with their owners.

Les Brown, a motivational speaker and author said:

"The graveyard is the richest place on earth, because it is here that you will find all the hopes and dreams that were never fulfilled, the books that were never written, the songs that were never sung, the inventions that were never shared, the cures that were never discovered, all because someone was too afraid to take that first step..."

But, today, we can test our ideas very quickly and very cheaply. So it doesn't have to be this way.

If you have a money-making idea or a product or service you want to sell then I propose you do the 1,000 visitor test.

The 1,000 visitor test will work with a business as well.

You could even use the method if your business is offline and you want to get people to your store.

This is how it works:

- Set up a sales funnel that gets leads.

- Send 1,000 people to your landing page

- See what conversions you get

You will either have sales or no sales.

Either way, you will know whether your idea is valid or not.

Case Study

I recently ran a test on Facebook for something as obscure as a "squid-jig", which is a lure to catch squid, for a client.

It's being targeted at local fishing enthusiasts.

Here is a snapshot I took of the campaign. The ad ran for 5 days with a very small budget to see if there was interest.
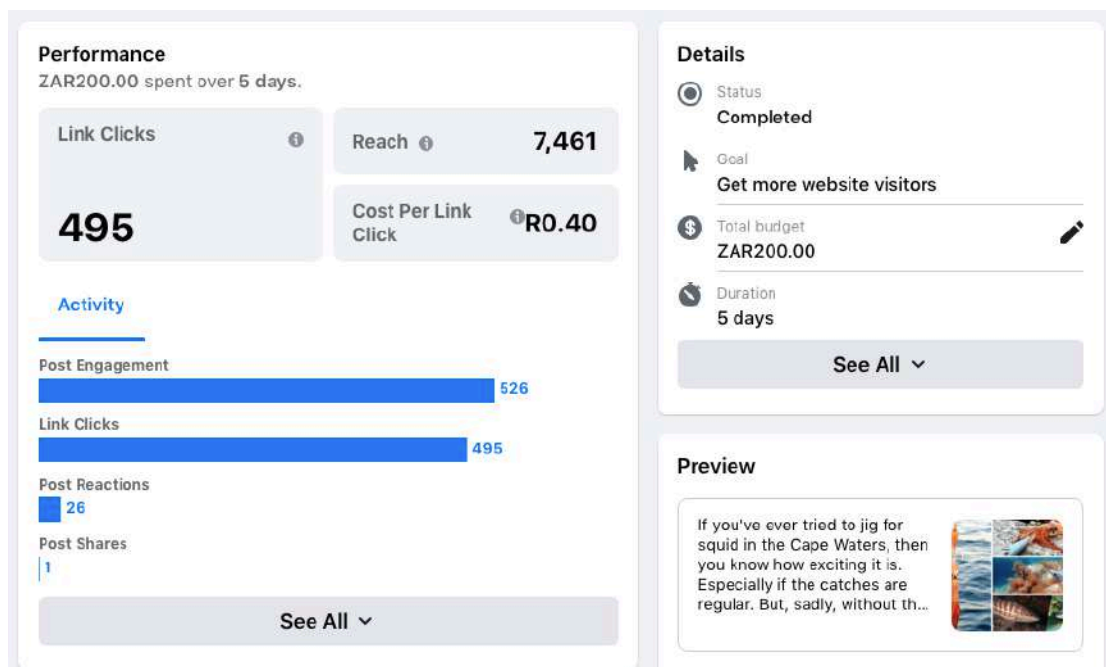
Local Ads are very cheap on Facebook.

It cost R0.40 (South African Rands) per click. That's less than $0.03 per click.

The budget for the 5-day campaign was R200 ($13).

It reached 7,461 people and 495 clicked through to the landing page.

We got 33 leads, made three sales, at an average of R1500 ($100) a sale, at the time of writing.

Plus:
We have a list of 311 leads from our Email List (traffic that we own) that are interested in squid jigs.

This is the power we have today.

But, it all starts with the ability to set up a sales funnel and the ability to get leads.

(**Disclaimer:** The results that we got is in no way a promise that you will get the same results. It's just to illustrate what's possible in today's online and digital world. Also, advertising costs differ based on a number of factors. The only way to know for sure is to test).

You can set up your funnel using free tools yourself, if you have the time and willing to put in the effort to learn how.

I've created a very affordable course that teaches you how to build a sales funnel using free tools.

We can also do everything for you by taking care of all the technical details and helping you develop a campaign to test your ideas, products, or services.

As a Digital Publisher, we already have everything in place to test whether your idea, product or service will get traction in the market.

To do the test, we set up an automated client acquisition system that sends leads to your inbox.

All you have to do every day is look at your inbox and respond to the leads.

Have a conversation with them via email, phone, text, video, or whatever medium suits you.

Then make them an offer to buy your products or use your services.

If you are interested in doing a test, then simply drop me an email and let's put together a minimum viable test that would work for your business based on your goals and your budget.

Just email me and tell me a bit about your idea, product, or service and who your target customer is.

Let's see if we can design a minimum viable test that works for you.

Regards and best wishes,

Faizel

Your Digital Publisher
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P.S. If you would rather do things yourself, you can implement the above strategy with free tools. [Click Here](#)