



73 POINT **DOUBLE YOUR SALES** CHECKLIST

1

GET MORE CUSTOMERS

- | | | |
|--|---|---|
| <input type="checkbox"/> Report/Guide/Whitepaper | <input type="checkbox"/> Meetup Groups | <input type="checkbox"/> AdWords (Display Network) |
| <input type="checkbox"/> Book/Ebook | <input type="checkbox"/> Tradeshows | <input type="checkbox"/> Bing PPC |
| <input type="checkbox"/> Samples/Trials | <input type="checkbox"/> Channel Selling
(Amazon, eBay, etc...) | <input type="checkbox"/> Yahoo PPC |
| <input type="checkbox"/> Quizzes/Surveys | <input type="checkbox"/> Facebook Advertising (Paid) | <input type="checkbox"/> Affiliate/Joint Ventures/Referrals |
| <input type="checkbox"/> Free Consult/Assessment | <input type="checkbox"/> Facebook Marketing (Organic)
(i.e. Pages/Groups/Events) | <input type="checkbox"/> Groupon/Living Social |
| <input type="checkbox"/> Coupons | <input type="checkbox"/> Twitter Organic | <input type="checkbox"/> Content Syndication |
| <input type="checkbox"/> Flash Sales | <input type="checkbox"/> Twitter Paid | <input type="checkbox"/> Display Advertising Offline
(Trade Publications, Magazines, Etc...) |
| <input type="checkbox"/> Podcast | <input type="checkbox"/> LinkedIn Organic
(Posts/Groups) | <input type="checkbox"/> Display Advertising Online |
| <input type="checkbox"/> Blog | <input type="checkbox"/> LinkedIn Paid | <input type="checkbox"/> Direct Mail
(For Acquisition) |
| <input type="checkbox"/> Offline Catalog | <input type="checkbox"/> YouTube Organic | <input type="checkbox"/> Email Advertising
(Solos, Newsletter Sponsorships, etc...) |
| <input type="checkbox"/> Online Catalog (Ecommerce Site) | <input type="checkbox"/> YouTube Paid | <input type="checkbox"/> Radio Advertising |
| <input type="checkbox"/> Valpack/Moneymailer | <input type="checkbox"/> Instagram | <input type="checkbox"/> TV Advertising |
| <input type="checkbox"/> Physical Gift/Premium | <input type="checkbox"/> Pinterest | <input type="checkbox"/> Distributed Sales Force |
| <input type="checkbox"/> Loss Leader Offers | <input type="checkbox"/> Search Engine Optimization
(Google/Yahoo/Bing) | <input type="checkbox"/> Wholesaling |
| <input type="checkbox"/> Webinars/Teleseminars | <input type="checkbox"/> AdWords (Search Network) | <input type="checkbox"/> Review Sites
(Yelp, Angie's List, etc...) |
| <input type="checkbox"/> Live Events | | |
| <input type="checkbox"/> Traditional PR | | |

2 GET THEM TO SPEND MORE

- ☐ Immediate Upsells
- ☐ Cross Sells
- ☐ Slack Adjusters
- ☐ Bundles/Kits/ Value Buckets
- ☐ Line Extensions
- ☐ Subscription/Continuity
- ☐ Membership/Association
- ☐ Consulting/Training
- ☐ Customer Appreciation Events
- ☐ Done For You Service
- ☐ Expedited Shipping Offers
- ☐ Warrantees/Insurance
- ☐ Downsells

3 INCREASE BUYING FREQUENCY

- ☐ Regular Email Newsletter (Daily/Weekly/Monthly)
- ☐ Automated Sequential Email Follow-Up
- ☐ Exit Offers
- ☐ Bounce Back Offers/Product Includes
- ☐ Retargeting
- ☐ SMS
- ☐ Loyalty Program
- ☐ Cart Abandonment Follow Up
- ☐ Direct Mail Marketing To Existing Customer Base
- ☐ Outbound Phone Follow-Up
- ☐ Coupon/Gift Cards
- ☐ Newsletter/Magazine (Physical)
- ☐ Customer Appreciation Sales/Offer

OPPORTUNITY SCORE: _____
(73 - TOTAL CHECKED = O.S.)