

Promotion Is Everything! Learn How To Promote Your Product, Effectively Online!

Now, it's time to dig deep and learn more about yourself. Try to find a quiet place so you can spend some time reflecting on the questions. Share your honest thoughts here – there's no judgement or right answer. You are free to journal, brainstorm and doodle in this space. And, if you have any questions feel free to reach out to me steph@stephsocial.com

[From: Steph Social]

Journal Your Thoughts

1. Have you tried to promote your own product or someone else's in the past? What were the results?

2. When you share a product with your community, how do you follow up with them? If you don't follow up currently, how could you change that? (For example, sending a second email explaining how some customers used the product could be helpful.)

3. Is there one product on your radar right now that you'd love to promote? What's holding you back?

[From: Have a Marketing Calendar and Know When to Say No]

Journal Your Thoughts

1. Do you struggle with saying no to promotion opportunities? Why?

2. Who in your community handles promotion well? Can you arrange a way to have a casual chat about their marketing methods?

3. What products are you currently promoting? Are your subscribers delighted with these offers or are they ignoring them?

[From: Drop the Scattergun: Focus Your Message]

Journal Your Thoughts

1. How do you decide to promote a product or service? What criteria do you use to see if the promo will be a good fit for your list?

2. Review the last few emails you've sent your list. Did you include a call to action at the end of each one?

3. How frequently do you email your list? Are you sending too many messages or barely touching base at all?

[From: Tell Them Why They Need It & How They'll Use It]

Journal Your Thoughts

1. What's the one offer you want to focus on this week?

2. Why should your community care about this product or service?

3. How will using this item improve your subscriber's business or life?

[From: The Last Day is the Best Day of All]

Journal Your Thoughts

1. What items have you purchased on the last day of sale?

2. Do you normally send a reminder email on the final sale day? Why or why not?

3. What bonus could you add to a deal to convince procrastinators to take action now?



