

# SALES PATH

## AKA CREATING HYPE 101

DAY 1

### 1. FISH

aka tease

this can be done in multiple ways- could be a video of you using it with other things. product in the background. "just ordered this", unboxing, etc.

DAY 2

### 2. HOOK

share a screenshot of someone asking about the product. This will be your catalyst to explain further. You can create a little "demand" by sharing and saying you will get to after you XYZ.

DAY 2

### 3. EDUCATE

this is where we deep dive!  
prompts: what is it, when/how is it used, what's it made of, price, what problem does it solve, what has it done for you, before/after. No one buys a product they know nothing about

DAY 2

### 4. C.T.A

CALL TO ACTION!

you just shared all that great knowledge. don't let it go to waste! This should be shared directly after you educate. you **MUST** give your customers an easy way to buy (NOT a link!)

DAY 3

### 5. FOMO

this is where the fun starts! screenshot any and everything someone responds to you about the product and share it.  
"Thanks got it!"  
"ohh I'm interested"  
sharing results from CTA

DAY 3

### 6. REPEAT

these can all be saved to a highlight for future reference and every time you follow up, get a review, get a new inquiry you share that and repeat steps 5, 3, & 4. Also helps catch those people that may have missed the original explanation