



# Your Holiday Sales

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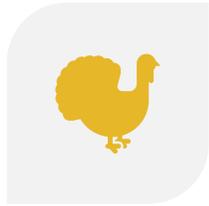
# Plan Your Holiday Offer

- ▶ **The Holidays Are Big Business**
- ▶ Over \$45 billion dollars are spent in online sales during the holiday season. This means there's plenty of abundant profits to go around.
- ▶ You'll be more visible with your message & make more sales if you're intentional with your promotions. That means creating a plan.
- ▶ Many businesses make the bulk of their income during the holiday season.

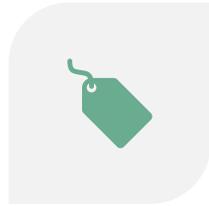
# Key Potential Days for Black Friday Weekend



WEDNESDAY:  
THANKSGIVING  
PREP DAY



THURSDAY:  
THANKSGIVING



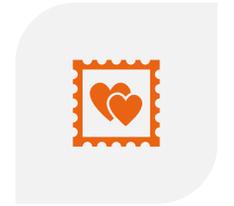
FRIDAY: BLACK  
FRIDAY



SATURDAY:  
SMALL BUSINESS  
SATURDAY



MONDAY: CYBER  
MONDAY



TUESDAY:  
GIVING TUESDAY

# Key Potential Days for Winter Holidays



Christmas/12  
Days of  
Christmas



Yule/Winter  
Solstice



Kwanzaa



Hanukkah



New Year



Valentine's Day



MLK Holiday

Special Note:  
There are ALWAYS HOLIDAYS  
and special promotional  
periods year-round.

IF YOU ARE WATCHING THIS ON REPLAY,  
APPLY IT TO YOUR CURRENT SEASON.

# Pledge to BE VISIBLE: Be Seen and Be Heard...



# Mobilize Your Product Pages



# Speak to Your List

- ▶ The next thing you need to do is look at your mailing list of subscribers. A mailing list that's grown cold because you haven't messaged them in months isn't likely to be receptive to a sudden surge of product offers.
- ▶ Of course, this doesn't mean that you can't do any holiday marketing. Instead, start by warming up your list. Send a message to let them know what you've been up to in your business and life. Provide a link to a free gift or valuable blog post. Do this two to three times a week and you'll quickly find your list toasty warm again.

# Check Your Socials

- ▶ Just like your mailing list can grow cold, your followers can forget about your brand or messaging if you haven't been regularly engaging with them. So, take some time to check out your social media profiles.
- ▶ Are your banners and profile pictures up to date? What about your mini bio?
- ▶ Have you been posting valuable, useful tips, and other content that your followers will find helpful? If not, go ahead and schedule a few updates. This will get you back on track and remind your audience why they're following you.



# Create Your Holiday Offer

# Make a Bundle



If you already have a few programs or products, then you can bundle some of them together for a sale price. Usually, you want to do a bundle around a theme. This works for any niche, digital products, physical products, coaching and counseling services, readings, too!



One Spiritpreneur web designer did this by offering a bundle of a pre-made logo, WordPress theme, and business card design. She called it the “Quick Start” package and targeted people who were just starting out.



If you don't have a lot of products yet, consider partnering. Think of products that complement each other. For example if you have a product about healthy eating then partner with an online yoga teacher. You can both promote the bundle then split the profits.

# Special Perks & Bonuses



Your perk or bonus can be digital resources like tutorials, workbooks or checklists. But they can also be group calls, workshops, or even a new, exclusive coaching group on Facebook.



Whatever the perk, be sure to add a dollar value to it so clients understand the value of what they're getting for free.

# Coupons

- ▶ A coupon code can be a good way to prompt a client take action.
- ▶ If someone was already considering a purchase from you, then seeing a coupon code can spur them on to complete the transaction.
- ▶ Other times, your coupon code might be enough to convince a new client to give your products or services a try.
- ▶ Be careful that you don't cut your profits too low if you offer a huge coupon.



# Create an Offer & Special Payment Plan

- ▶ There are times when you may have a product or service that you sell for thousands of dollars. This could be a VIP day with you, a series of coaching calls from you, or even a done-for-you service.
- ▶ A client may want to take action but with the holidays feel they can't fully invest in your product quite yet. You can still make the sale by offering a special payment plan.
- ▶ Be sure to consider: you should charge a little extra if clients choose this option as processing fees for multiple transactions can start to add up for you.



# Deal of the Day

You can also offer your community a “deal of the day”. I usually do a “12 days of Blissness” theme with my holiday sales. Each day, I highlight one product and put it on sale for just 24 hours.

You can try the same thing. Email your list or announce on social media that you have a “deal of the day”. The quick deadline can spur many of your clients to act quickly and lock in your great deals.

# Holiday Sales Platform



# Use Video

- ▶ Videos are a great way to convert visitors into clients. When it comes to text on a page, users quickly start skimming and that could cause them to miss out on the important features of your product or the amazing benefits of using it.
- ▶ Videos capture attention differently than text. In between reading paragraphs, your visitor might also be on Twitter, playing music from Spotify, and downloading a crossword app. With video, your visitor is more likely to pay attention which boosts conversion rates.
- ▶ Keep in mind that you don't need a thirty minute monologue. A short video can be enough to convince visitors to add your product to their cart.

# Include a Call-to-Action



A call-to-action is when you instruct your readers, viewers or visitors on the next thing they should do.



So at the end of your sales page, you want a button that says something like: Add to Cart, Buy Now, or Download Instantly.



You can also experiment with adding a call-to-action to your sales video and the middle of your sales page.



Some Spiritpreneurs even add a CTA button to the top of their sales page because they have clients who auto-buy everything they release.

# Include a Countdown Timer

- ▶ If you're running a special holiday promotion, it can be helpful to add a countdown timer to your sales page. This countdown timer can be effective for an offer that expires like a flash sale that ends after 48 hours or an introductory price that ends after a few days.
- ▶ The reason that a timer is helpful is because it adds urgency to the sale. When a client is browsing, they might be tempted to make a purchase but then they stop and decide to do it later. Of course, many of these clients never make it back to their shopping cart.
- ▶ When you create a sense of urgency, you force your clients to decide right away, instead of putting it off.
- ▶ Keep in mind that you can continue to tweak and improve your holiday sales page once it's live.

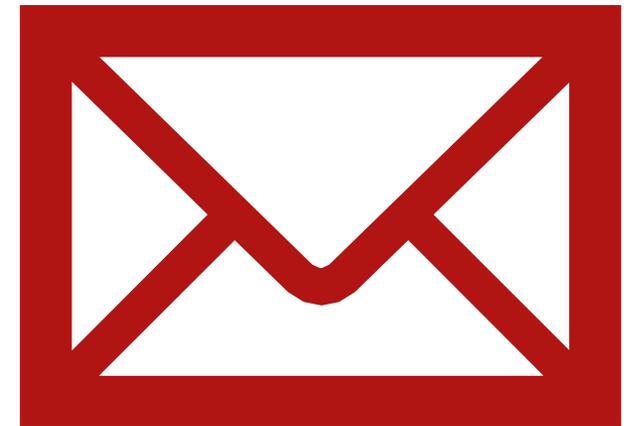


# Sharing Your Holiday Offer with Your Mailing List



# Email Your List Content that Leads to the Sale

- ▶ Make the whole process easy and because you are serving and selling to her community at the same time.



# Encourage Email Subscribers (& Social Followers) to Share

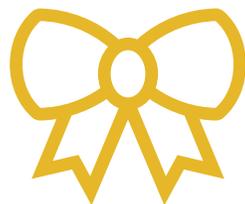
Add social media buttons to each email.

You can also invite email subscribers and followers to share your offer – with a special discount for those who repost it!

# Nudge Your Mailing List Again



I used to email my subscribers once about my new offer. Then I'd be disappointed when I only made a few sales.



Consider emailing your subscribers the details of your holiday offer three to five times.



Each email should contain a link to your offer and highlight a different feature or reason that your offer is worth looking at.

# Follow Up with Email Subscribers

- ▶ Sometimes, a subscriber will put your product or offer in their cart then leave your website. This is called “cart abandonment”. Subscribers can do this for a variety of reasons—maybe they need to discuss the transaction with a partner first or they have a technical problem preventing them from completing the purchase.
- ▶ ALWAYS follow up!
- ▶ When you have a new holiday offer, the first place you should share it is in your messages to your email subscribers. Remember, your subscribers are usually your biggest fans and they’re eager to hear from you!



# Promoting Your Holiday Offer on Social Media

# Use Holiday & Winter Hashtags

- ▶ On many networks like Twitter and Instagram, hashtags are how people find content. That means if you want to increase your visibility, you should consider using holiday and winter-themed hashtags.
- ▶ Some of the best hashtags for this time of year include: #ThanksGiving, #GivingThanks, #WinterSolstice, #Christmas, #Kwanzaa, #Yule, #HolidaySpirit, #Snow, #NewYearNewMe, #Holidays, #Grinchmas, #Frost, #December, #HolidaySavings, #Chilly, #JollyHoliday, #NewYear, #StockingStuffers, #Hanukkah, #CyberMonday, #Winter, #UglyChristmasSweater, and #AwkwardHolidayPhoto.

# Create Social Coupon Codes

If you plan on offering coupon codes, create ones that are specific to the platform you're using. For example, you could share a coupon code with your Facebook group, that's FBMAS.

Not only is this code easy to remember, it gives your community another reason to follow you on social media.

There's also a hidden advantage to using special coupon codes on social media—you can tell which sites are sending you the most traffic.

Experiment and you might find that you get the most traction from discount codes on Twitter. But you sell the most bundles from a coupon that you pinned in your Pinterest account.

# Holiday-ize Your Social Media

- ▶ A simple way to celebrate the holidays on your social media platforms is to update your profile picture and header.
- ▶ You can do this with your profile picture by adding snowflakes or a Santa hat to your photo.
- ▶ For header pictures, you can broadcast your holiday offer.
- ▶ Some brands even add coupon codes to their headers so a visitor's first look at their profile reveals valuable savings and makes them more likely to purchase an item.

# Share Behind the Scenes

- ▶ Another way to promote your holiday sales is to share behind-the-scenes holiday moments. For example, one beauty blogger shared a video on Instagram showing as she put on her makeup for the event. This allowed her to share valuable information with her community while she promoted her new skincare line.
- ▶ Holiday moments can also be personal in nature and you can relate them back to your business.
- ▶ One mom blogger shared a photo of her child jumping in the leaves and encouraged her community to start building their blogs so they could be home with their children, too. She sold many copies of her training course simply because she took the time to share a behind-the-scenes moment.

# Boost Your Posts: Easy Ads

On Facebook and Instagram, you can “boost” a post. That’s a simple term that the social media companies use for advertising. Twitter, Youtube and Pinterest also allow you to share your holiday sales by setting up ads.

You don’t have to boost every post you make and you shouldn’t. However, it can be smart to strategically boost posts once or twice a week.

The best time to boost a post is when your offer first goes live and again, a day or two before it ends. The initial boost can get your fans talking about your product and the second boost can encourage them to make a purchase or risk missing out.

# Homework

WHAT IS YOUR HOLIDAY SALES PLAN?  
USE ATTACHED WORKSHEETS...

# Homework

30-DAY CHALLENGE

# 30 Day Challenge Assignment

- ▶ The 30 days do not need to be in order.
- ▶ They should have a series name.
- ▶ Number the videos.
- ▶ Every video needs a call to action.
- ▶ The call to action if you are not selling anything yet can be subscribe, like, free gift etc.
- ▶ Share in the VIP Group.
- ▶ You will share these publicly and widely.
- ▶ If you are not selling anything, offer people to get on the phone with you to see if they are right for your \$3000 one-on-one program.  
Don't have one? Now you do!