

CHECKLIST

Follow Up Formula:

**Close the Sale and Get More High End Clients**

Module 1: Breaking Your Sales-Closing Mindset Barriers

* I have identified whether or not I have any self-sabotaging beliefs or sales discomfort
* I understand that high end clients are more prone to ask themselves, when considering any offer:
	+ Will this save me time and effort?
	+ Will it help me get the result I want?
* I will increase my follow up confidence by answering this question for myself: “What spectacular transformation or result can I offer a high end client?”

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* Self-limiting beliefs I have recognized and have to deal with include one or more of the following:
	+ “I’m not ready”
	+ “They’ll think I’m a fraud”
	+ “Success is not for me”
	+ “Money is evil”
	+ “Money will jinx me”
	+ Other\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* I have reframed “selling” into “helping”
* I have planned and built a sales funnel, estimating to the best of my ability where to place calls to action
* I have created follow-up CTAs and strategies for each step of my funnel
* I have made sure I make my follow up more acceptable and increased my credibility by first creating:
	+ Professional, high end website
	+ Professional, high end landing pages
	+ Reliable autoresponder (Aweber, GetResponse, MailChimp)
	+ High end content
	+ Signature message; a signature method or program
	+ High end packages, events and services
	+ Testimonials, case studies and/or success stories from high end clients
	+ Other\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* I am focusing on controlling the conversation (i.e. leading the client along to the right decisions at the right points in my funnel)
* I am using positively-worded questions to cue my potential clients
* When closing using any of my strategies and methods, I am asking the right questions, and making them specific, so it is easy for the client to answer
* I have ensured that I have finished with crystal clarity by telling my potential client what to do next (and how to do it)
* I have done my best to make sure my CTAs feel:
	+ Logical
	+ Natural
	+ Like the only possible thing I could say, right at that moment
* I have developed standard practices for every campaign or offer that includes follow up methods such as:
	+ A well written email series
	+ Reminders
	+ Telephone calls (make sure you have their permission to make these, first)
	+ Direct mail (personal letters, cards and postcards are still potent tools—and can really grab their attention)
	+ Other\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* I have ensured I am practicing effective follow up by:
	+ Planning and strategizing contact from initial contact to the follow up stage
	+ Actually putting my follow up plan into place
* I have completed this module’s Action Plan and Exercises!