

THE CELLAR

THE CHECKLISTS

HEADLINE

- Have you created one headline for each headline template?
- Is your chosen headline in large type?
- Does your chosen headline have quotation mark around it?
- Is your chosen headline 17 words at least?
- Have you used camel case in your headline?

SALE LETTER

- Have you written your letter using the template?
- Have you attached an order form to your sale letter?
- Have you use the Irrestible offer and guarantee in your sales letter?
- Have you written a sale letter to new customers with related product / services offer?

LEARN BY EXAMPLE

- Have you try the direct pitch to acquire prospects or customers?
- Have you use the core asset in your speech to win customers?
- Have you learn what not to do when selling your product or service?
- Have you use the method sell like a seasoned pro?
- Have you try a marketing buzz?

CREATE AN ONLINE QUIZ OR POLL

- Have you thought of creating an online poll with product or service related?
- Have you thought of creating a quiz and the winner get a prize?
- In your quiz or poll did you add a backlink to your website?

TESTIMONIAL

- Have you try the testimonial by the dozen template?
- Have you tried it online with your network on social media?
- Have you sent letters out to your existing customers requesting testimonial?
- Have you sent your letter with a self-address stamped envelop?
- Have you generated testimonial positive responses using the template?

SOCIAL MEDIA PRESENCE

- Are you posting content to your audience?
- Have you find the relevant audience for your product or services?
- Are you posting engaging content?
- Are you participating in the conversation online?
- Are you using the relevant platform for your business?
- Have you developed an Avatar for your target market?