

HOW TO SELL FROM THE STAGE

(it's not about the cookie)



The way you get to the "sell" is much more important than the offer itself. Use this page to build your lead in, then use page two for the pitch.

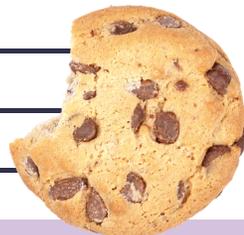
1) The Scent What gets people to stop and say, "oooh" and want more?

2) Free Sample Now you have their interest, what do they get?

3) Perceived Ownership The brain claims ownership very quickly

4) Today Only Fear of missing out (FOMO) is real...we call it "scarcity"

5) Buy 3 Get 1 Free If it sounds good, it is more convincing (framing)



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PODCAST FREEBIE

Now that your lead in is done, it's time to build your offer!
There are two types of presentations, with very different approaches...

1) The True Sale (20%)

When you are expected to make an offer from the stage, use the tips from episode 5: The Truth About Pricing (ANCHORING and RELATIVITY)

- ALWAYS lead with the value (start high)
- THEN show the special discounted price for attendees (could include a slash through a price or a percentage discount)
- FINISH with some level of urgency (must sign up before conference ends, use a special code, etc.)

~~\$1,600 VALUE~~ YOU PAY
\$999
WITH CODE XYZ

2) Informational (80%)

Most of the time, conference and event planners discourage explicit selling or listing of prices. Instead, your opportunity is to provide additional information for the attendees who sign up, including:

- Details about your lead magnet (I always talk about my ebook)
- Ways to contact you on social media
- If you do free consultations, you can talk about how to schedule one
- If the event you are speaking at does a raffle, give away a session and mention it at the end of your presentation

What will you offer? _____

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Visit thebrainybusiness.com and click on "Work With Me" to book your FREE 15-minute consult and discuss how I can best help you.