

HOW TO 2X OR 3X ONLINE SALES IN 30 TO 60 DAYS

SOCIAL MEDIA

WEB TRAFFIC

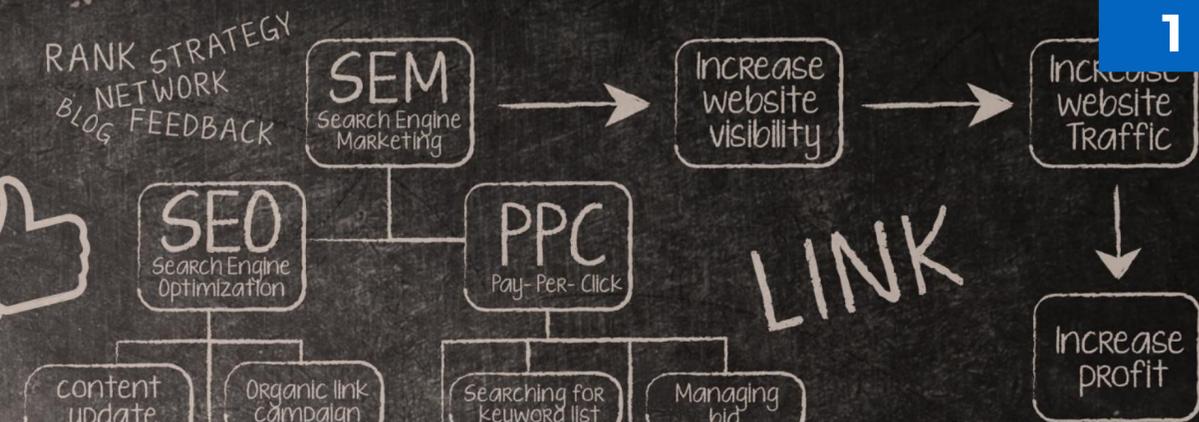
SEO

SEARCH ENGINE OPTIMIZATION

Think outside The box



POPULARITY ANALYSIS ADVANCED
SCORE PLACEMENT RESULT PROMOTION POSITIONING



LINK

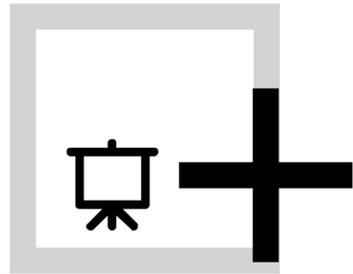
CONTENT IDEAS

SEO PROCESS



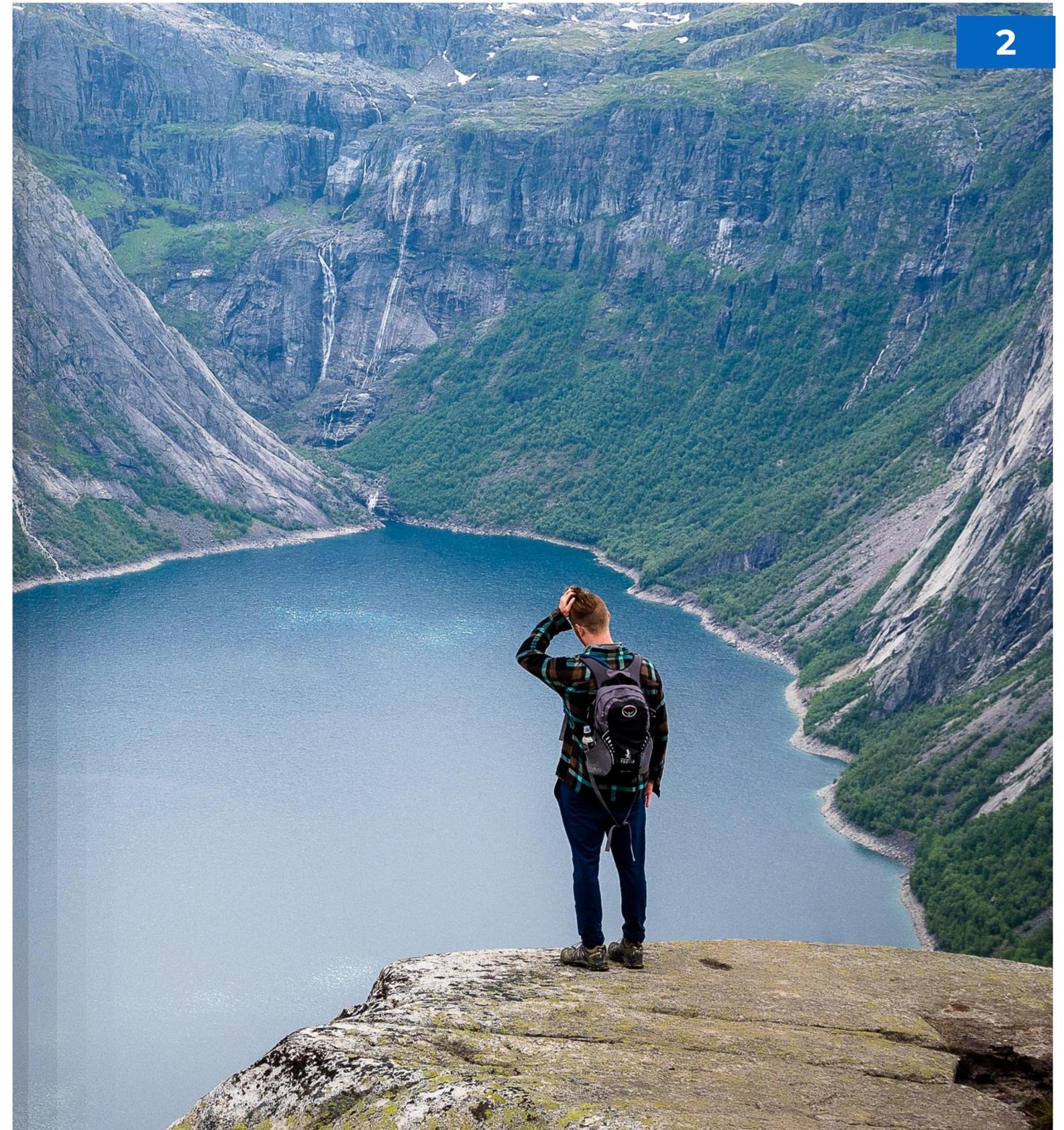
Download Presentation at www.HarnessingStrengths.com/sbdc

Eric Kooymans
ek@harnessingstrengths.com



INDUSTRY PROBLEMS

- 1 Average Conversion rate 1% to 3%
- 2 Shopify has 5 Step checkout
- 3 Very limited upsell functionality
- 4 Cost of Advertising has gone up 5x inflations
- 5 You don't control the customer on Amazon





- 1** Make 1 to 2 Step Checkout
2x to 5x my conversion rate
- 2** Make Easy Upsell Functionality
2 to 4x average order value
- 3** Educate & Build Confidence With
Consumer
- 4** Warm Up & Build A Relationship
with consumer
- 5** Provide Value & Actually Life
Change. Not little Improvement



FUNNEL BUILDING SOFTWARE



click funnels



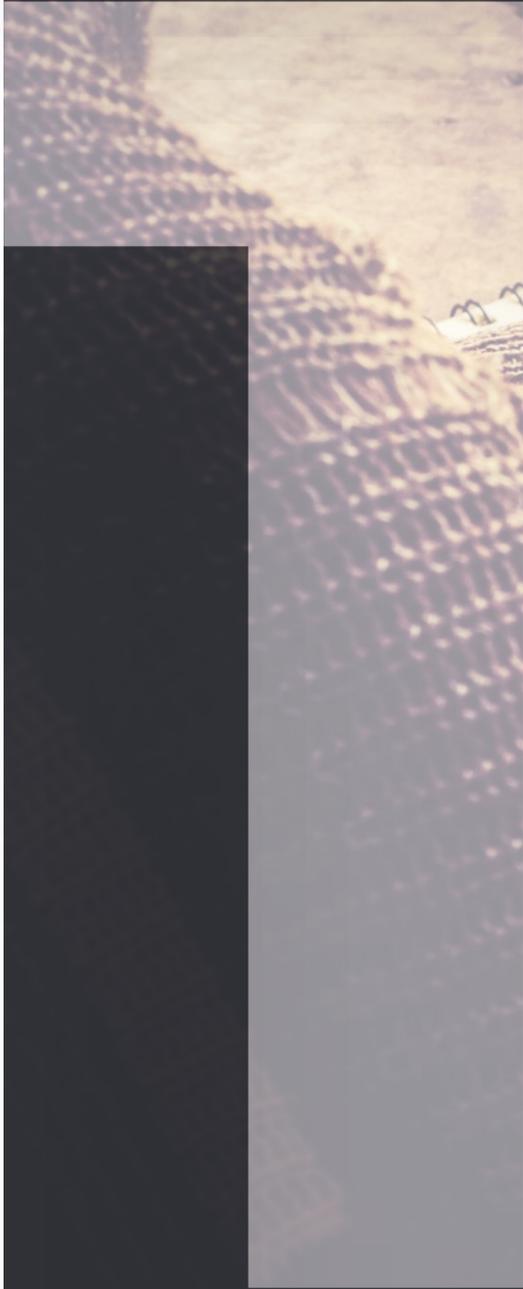
1 & 2 Part Checkouts

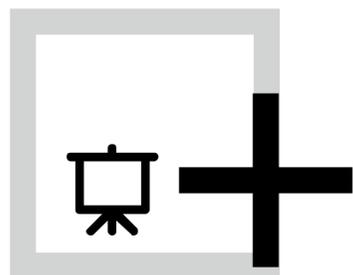
Easy 1 Click Order Bumps & 1 Click Upsell Funnels

Very User Friendly With Templates

Integrations with Shopify Or WordPress WooCommerce

BUILD EDUCATIONAL LANDING PAGE FUNNEL





BUILD EDUCATIONAL LANDING FUNNEL

- 1 Make A Video On The “Why”, understanding the mission, products sell themselves.**
- 2 Don't Scream & Be Too Aggressive Educate and Build Confidence**
- 3 Make Easy With 1-2 Step Checkout & 1-Click Add-Ons**
- 4 Provide Life Change, New Way Of Thinking and not improvement**
- 5 Provide community and accountability**



WHAT DOES A FUNNEL LOOK LIKE?



click funnels

STEP 1

truth becomes her **bible & belles**

Your Daughter's Voice Matters. Teach Her To Use It With The Bible Belles HEARD Series.

- God's love
- The true definition of beauty
- Her life's purpose and unique leadership role

As Seen On Proverbs 31 MINISTRIES CBN CT CHRISTIANITY TODAY

The World Tells Girls What They Should Be. It's Time To Show Them Who They Are.

START ORDER HERE

1 FREE SHIPPING Where To Ship The Bundle 2 YOUR INFO Your Billing Info

Full Name...
Email Address...
Phone Number...
SHIPPING
Full Address...
City Name...
State / Province... Zip Code...
Select Country

Buy Now - \$69 (reg \$89)
Plus FREE Shipping (Savings Of \$27)
Only \$12 per Book

The perfect gift for your daughters.

Our Bible Belles Book Bundle Includes:

- Pre-Readers: Designed for pre-readers to early independents (ages 4-10)
- 5 Books: All 5 books of the Adventure of Rooney Cruz
- Devotional: The HEARD Devotional for Girls
- Super-Powers: Teach your kids the power of prayer, patience, bravery, loyalty, & leadership!
- Free-Shipping: Get Free shipping of the 6 book bundle.

Let's be honest. As parents we can have a lot of trouble making the stories of the Bible come alive for our kids . . .

Bible Belles makes it fun and easy. Designed with a former Disney animator and VeggieTales book designer, the Bible Belles series follows year old Rooney Cruz on a once-in-a-lifetime superhero adventure. Thanks to some help from the angel, Mari, Rooney meets Hannah, Esther, Abigail, Ruth and Deborah. Five heroic women of the bible with five real superpowers - prayer, patience, bravery, loyalty, and leadership - help Rooney discover the hero inside herself.

HEAR WHAT MOMS AND GRANDMAS HAVE TO SAY ABOUT US

"Love, love, love everything about these books! The illustrations are bright and lively. The dialogue is captivating, and the lesson is oh so..."

"I couldn't be more thankful..."

"...It's A Life Saver! I'm So Thankful!"

Love, love, love everything about these books! The illustrations are bright and lively. The dialogue is captivating, and the lesson is oh so

My daughter and I enjoy these books immensely! The illustrations are warm and inviting and the lessons are both easy for my little

My girls loved the illustrations, the characters and quite simply we loved the story! Thank you for the reminder that with God we can be

CHECKOUT

START ORDER HERE:

1 FREE SHIPPING Where To Ship The Bundle 2 YOUR INFO Your Billing Info

Edit Shipping Details

Item	Price
5 Book Bundle & Devotional Book	\$69.95

Credit Card Number:
Card number
Exp: MM / YY CVC: CVC

Item	amount
5 Book Bundle & Devotional Book	\$69.95

Yes, Add The Coloring Book

HEARD Kids Coloring Book (just \$9.99): Our kids coloring book includes quotes and images from The Adventures of Rooney Cruz book series, as well as verses from Scripture, offer inspiration to artists of all ages! Each coloring page design is printed on the front page only, giving your girl the option to tear them out, hang them up, or pass them on to encourage another little belle in her life.

Complete Order

* 100% Secure & Safe Payments *

STEP 2

Don't Miss The Opportunity To Invest In Your Daughters Friends

truth becomes her **bible & belles**

Step 1: Invest In Your Daughter Step 2: Invest Her Friends Step 3: How To Nurture

Does your girl have a friend, neighbor, a classmate or teammate who you know needs these resources?

Invest In Friends

If So, Click The Button To A Second Bundle And Invest In Her Equip Her With The Tools She Needs To Lead Well In Today's World.

Add This To My Order

Add To Order - Just \$69 - (regular \$89)
Plus Free Shipping (\$27 Saving)
No Thanks, I don't need this now

STEP 3

Learn How To Nurture Her Unique Voice

truth becomes her

Step 1: Invest In Your Daughter Step 2: Invest Her Friends Step 3: How To Nurture

Teach Your Daughter to Embrace Her Worth and Live Out of Her True Identity

Truth Becomes Her course intro video

If So, Click The Button To A Second Bundle And Invest In Her Equip Her With The Tools She Needs To Lead Well In Today's World.

Add This To My Order

Add To Order - Just \$49
No Thanks, I don't need this now

Nurturing Her Unique Voice: A Mentorship Program Designed to Equip and Empower Young Women

Nurturing Her Unique Voice is a mentorship program that allows moms and mentors to gather, grow, and guide girls to discover their true value. It exists to encourage and equip adult women to train up the next generation of female leaders to walk in their true identity and answer the call to their life's purpose.

BEFORE - AVERAGE ORDER \$35 TO \$45
AFTER - AVERAGE ORDER \$140 TO \$199
VOLUME - FROM 100 SALES A MONTH TO 300 A DAY

BUILD A TRAFFIC FUNNEL



PROBLEMS WITH TODAY'S MARKETING

1. Too much to quick
2. Wrong Place, Bad Timing
3. To Aggressive
4. No Confidence or Relationship
5. No Chances of working



BUILD A TRAFFIC FUNNEL

1. **Educate** - Make 4 to 10 targeted videos
2. **Targeted** - Facebook Ad with the videos to a targeted audience.
3. **Remarket** - Remarket to the same audience with second and third videos to only the people that have watched 50% of the first videos
4. **Lead Magnet** - Offer a Free Downloadable for their emails address or Facebook Message Engagement

Goal to educate and build confidence and email list & FB Messenger List

facebook® Advertising Funnel



[MUST WATCH VIDEO](https://www.youtube.com/watch?v=NR3MWK_ZBL4)
[HTTPS://WWW.YOUTUBE.COM/WATCH?V=NR3MWK_ZBL4](https://www.youtube.com/watch?v=NR3MWK_ZBL4)

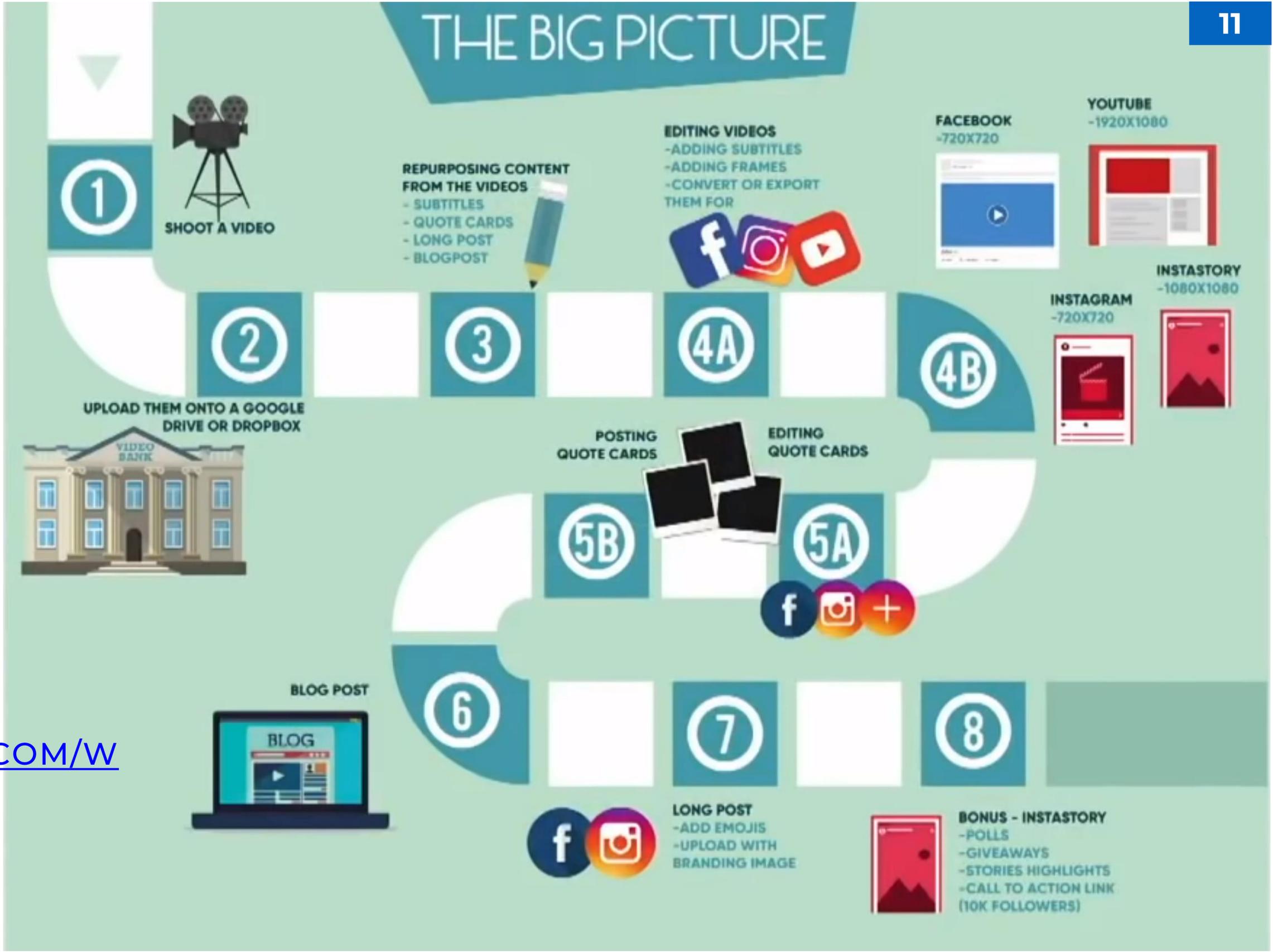
HOW TO BUILD CONFIDENCE

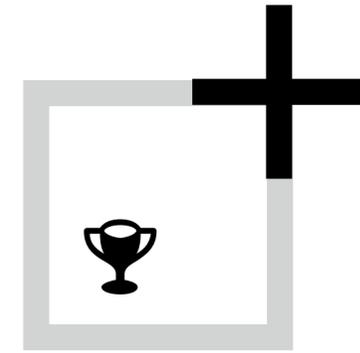
1. Make a video
2. Upload To Dropbox
3. Get Contractor To Format and schedule posts for each day on each platform

Tool:
HootSuite.com

[MUST WATCH VIDEO](https://www.youtube.com/watch?v=NR3MWK_ZBL4)
[HTTPS://WWW.YOUTUBE.COM/WATCH?V=NR3MWK_ZBL4](https://www.youtube.com/watch?v=NR3MWK_ZBL4)

1. Go to: Upwork, FreeUp, Fiver for help.





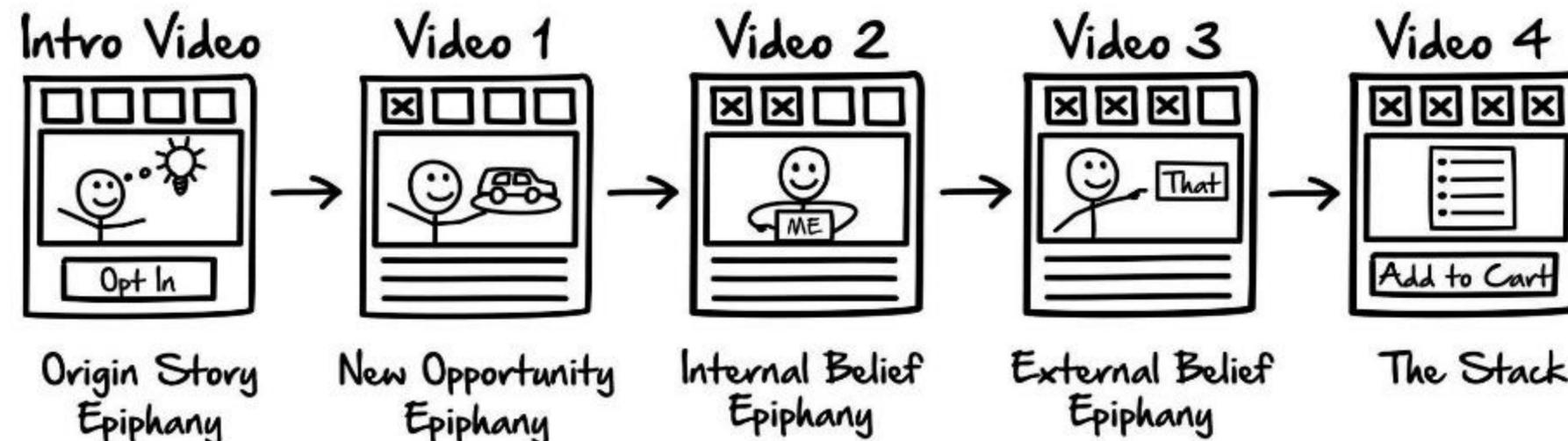
BUILD AN EVER GREEN FUNNEL



BUILD A EVER GREEN FUNNEL

Goal: Build Confidence & Relationship First, Then Products Sell Themselves.

1. Provide Series of Valuable Videos
2. Then Provide A Free Downloadable to collect the email with amazing value
3. Start 4 part email series of educational OMGGG videos that add value
4. Then ask for sale on the 4th emails.



Tools:

[ActiveCampaign.com](https://www.activecampaign.com)
[MailChimp.com](https://mailchimp.com)
[InfusionSoft.com](https://www.infusionsoft.com)
[MobileMonkey.com](https://www.mobilemonkey.com)
[ManyChats.com](https://www.manychats.com)

HOMWORK FOR THIS WEEK

Book you must read or listen too asap.

Export Secrets

By Russell Brunson

***** NOTE*****

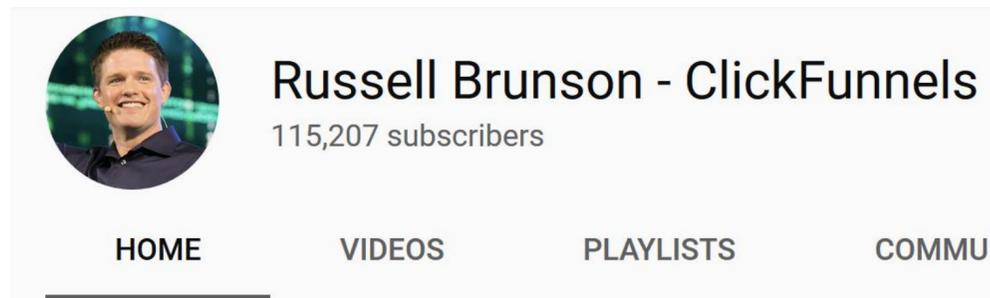
The book is geared towards making an online course and a is a little TOO aggressive with its marketing strategy. But it works! I recommend you take the principles and the sociology out and tone back the aggressiveness and make certain to do everything on the first two 4 sessions first. Then crank up the funnels!

<https://www.amazon.com/Expert-Secrets-Underground-Playbook-Creating/dp/1683504585>



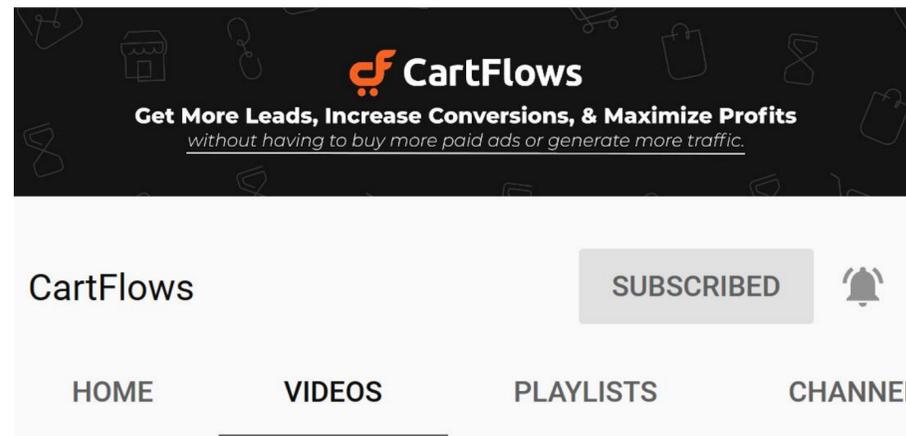
HOMWORK FOR THIS WEEK

Watch all of the Click Funnel, WPCrafter, Video Channel



Russell Brunson - ClickFunnels
115,207 subscribers

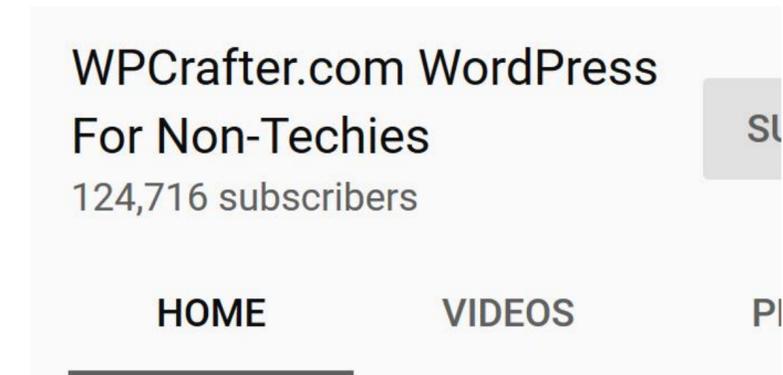
HOME VIDEOS PLAYLISTS COMMUN



CartFlows
Get More Leads, Increase Conversions, & Maximize Profits
without having to buy more paid ads or generate more traffic.

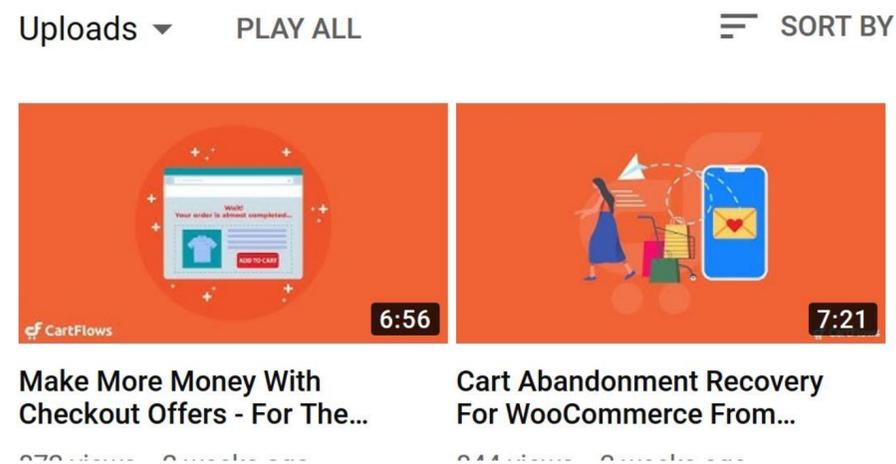
CartFlows SUBSCRIBED

HOME VIDEOS PLAYLISTS CHANNELS



WPCrafter.com WordPress For Non-Techies
124,716 subscribers

HOME VIDEOS PI



Uploads ▾ PLAY ALL SORT BY

Make More Money With Checkout Offers - For The...
6:56

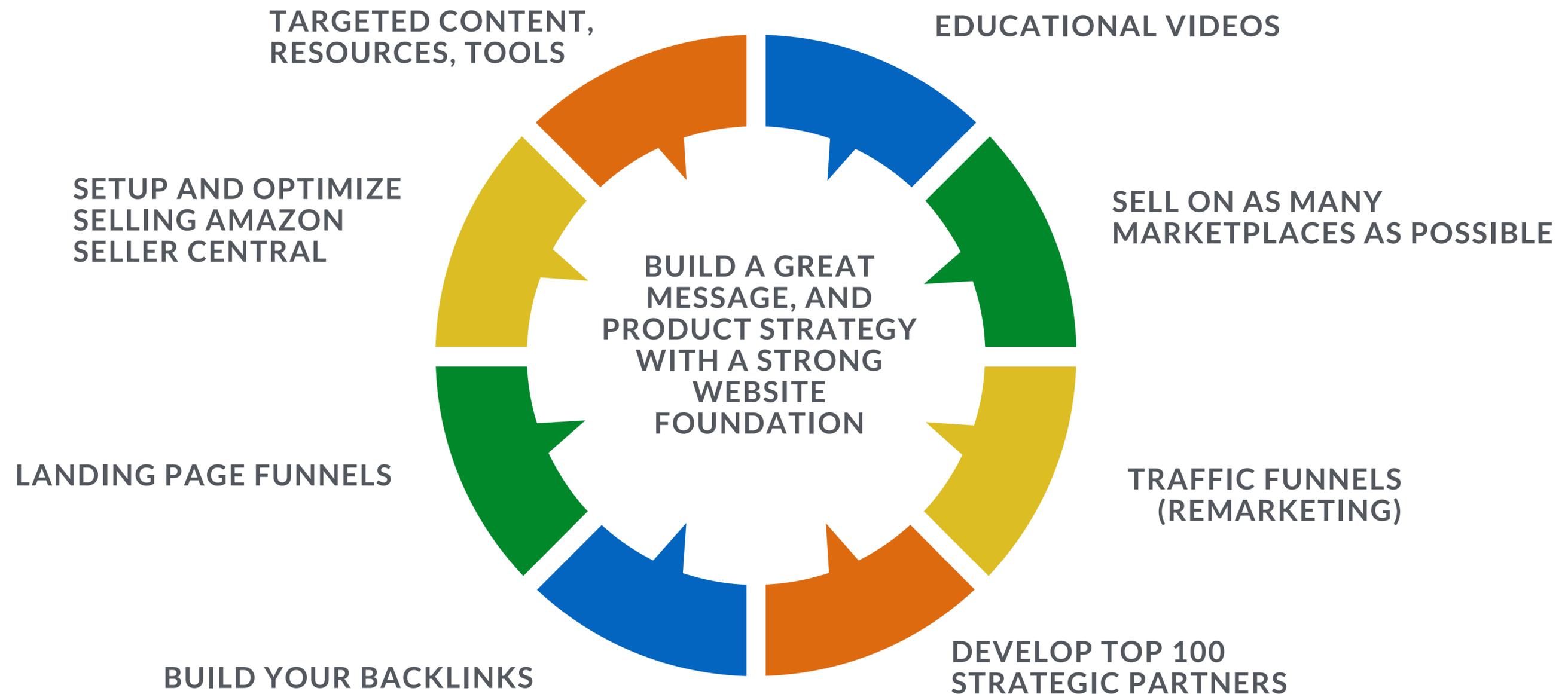
Cart Abandonment Recovery For WooCommerce From...
7:21



- <https://www.youtube.com/channel/UC2qUDKqTsz00csykCYgdLuA>
- https://www.youtube.com/channel/UCedXT5pEI_Vbd5te5v7sOpQ/videos
- https://www.youtube.com/channel/UCjDuxPEhNQ2qn_qAdjRG4YQ
- https://www.youtube.com/channel/UCt9kG_EDX8zwGSC1-ycJJVA

SUMMARY OF STRATEGY

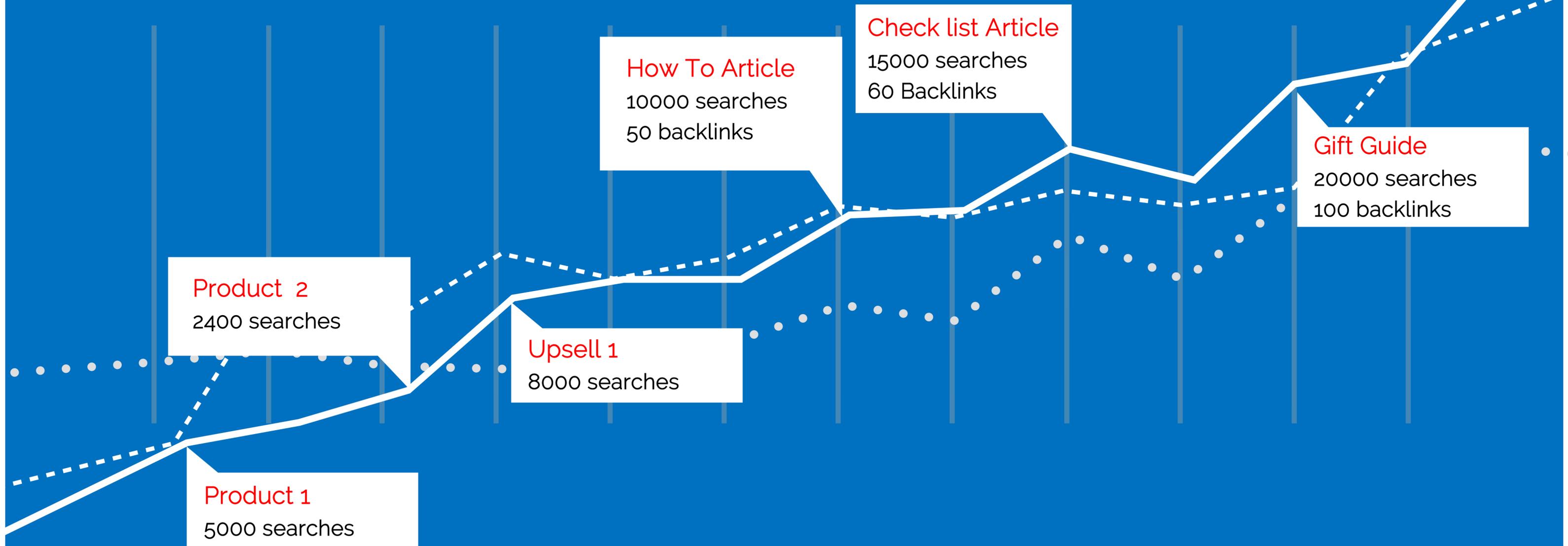
How to change the world your products and services





TIME TO MAKE THIS HAPPEN

Map out the strategy and make it happen.





SCHEDULE A FREE AUDIT AND CONSULTATION

Our goal is for you to take this information and start or make your e-commerce business successful. However, if you have questions, are unsure of how to get past your challenges, or are having some specific problems, let's book a time to discuss it today. We look forward to helping make your ecommerce business successful



www.harnessingstrengths.com/book



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ek@harnessingstrengths.com



WWW.LINKEDIN.COM/IN/EKOOYMANS/

WWW.FACEBOOK.COM/EKOOYMANS

ANY QUESTIONS?

