

PROSPER SHOW



PROSPER
SHOW

POWERED BY
EMERALD

10 Steps Action Plan to Diversify and Scale Sales.

Eric Kooymans

President of Harnessing Strengths, LLC

Who Is This Session For?



Are you tired of worrying about:

- Amazon Suspensions
- Losing the buy box
- High shipping costs
- The race to the lowest price on amazon.
- Like to build your own customer base you remarket too in the future.

If Yes, you have come to the right place.



Today's Action Plan



1. Give a Details 10 Step Action Plan To Diversify & Scale—No Fluffy
2. Give Steps & Stats You Need To Succeed
3. Where To Start & What Is The Right Order
4. Tools To Make Accomplishable
5. What Not To Do—Going to go over common mistakes
6. Next Steps
7. Bonus
8. 15 to 20 minute Questions & Answer

Lets get started....

Over 20 Years Experience



Specialize in E-commerce development, lead generation & online marketing including:

- Search Engine Optimization
- Paid Media & Paid Social
- Content & Influencer Marketing,
- Email & Affiliate Marketing, & more

Work with Over 180+ Businesses providing 2x to 10x growth

Did You Know?



Did you know 90% of Online Startup Fail in the first 120 Days?

- Poor online marketing
- Lack of online search visibility
- No market & bad pricing
- Get out-competed by competitors

Effectively run out of cash

Step 1: Build A Strategy

Don't hope for success... Plan for it!

Market Analysis



Before you start, you need to **Find The Demand, Understand The Opportunity, Model The Costs**



Keyword
Research



Competitor
Analysis



Paid Media
Analysis



Shipping
Analysis



True Cost Per
Acquisition

Plan For Success

Keyword Research





Find the Demand

- Enter Targeted Keywords
- Understand the number of monthly searches
- Get other relevant keywords ideas

Recommended Tools

- KeywordKeg.com (recommended)
- Neilpatel.com/ubersuggest/ (free)
- Google Keyword Planner

SEARCH RESULT	VOLUME (US)	CPC (US)	COMP (US)	VALUE (US)	TREND (US)
shoes 	1,500,000	\$0.50	1	\$750,000	
shoes store    	1,220,000	\$0.57	0.77	\$695,400	
shoes nike    	1,000,000	\$0.38	1	\$380,000	
shoes stores near me    	823,000	\$0.63	0.96	\$518,490	
shoes hoka    	823,000	\$0.48	1	\$395,040	
womens nike shoes    	368,000	\$0.38	1	\$139,840	
womens shoes 	368,000	\$0.63	1	\$231,840	

Competitor Analysis

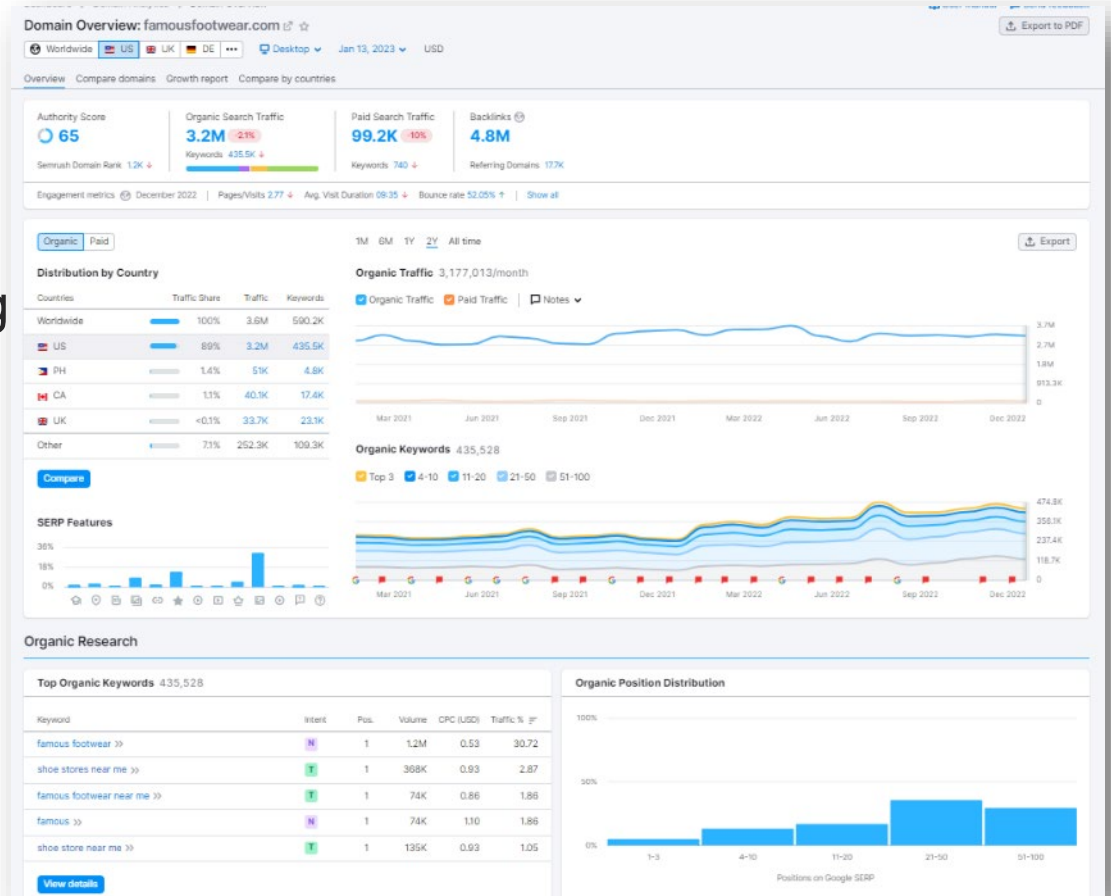


Understand Your Competitors

- Where do they get their traffic?
- Understand Their Site Authority
- How Their Traffic and Ranking are Trending
- What Keywords do They Rank For?
- Total Backlinks & Where They Get it

Recommended Tools

- SEMRush.com (recommended)
- Ahrefs.com
- Neilpatel.com/ubersuggest (free)



Paid Media Analysis

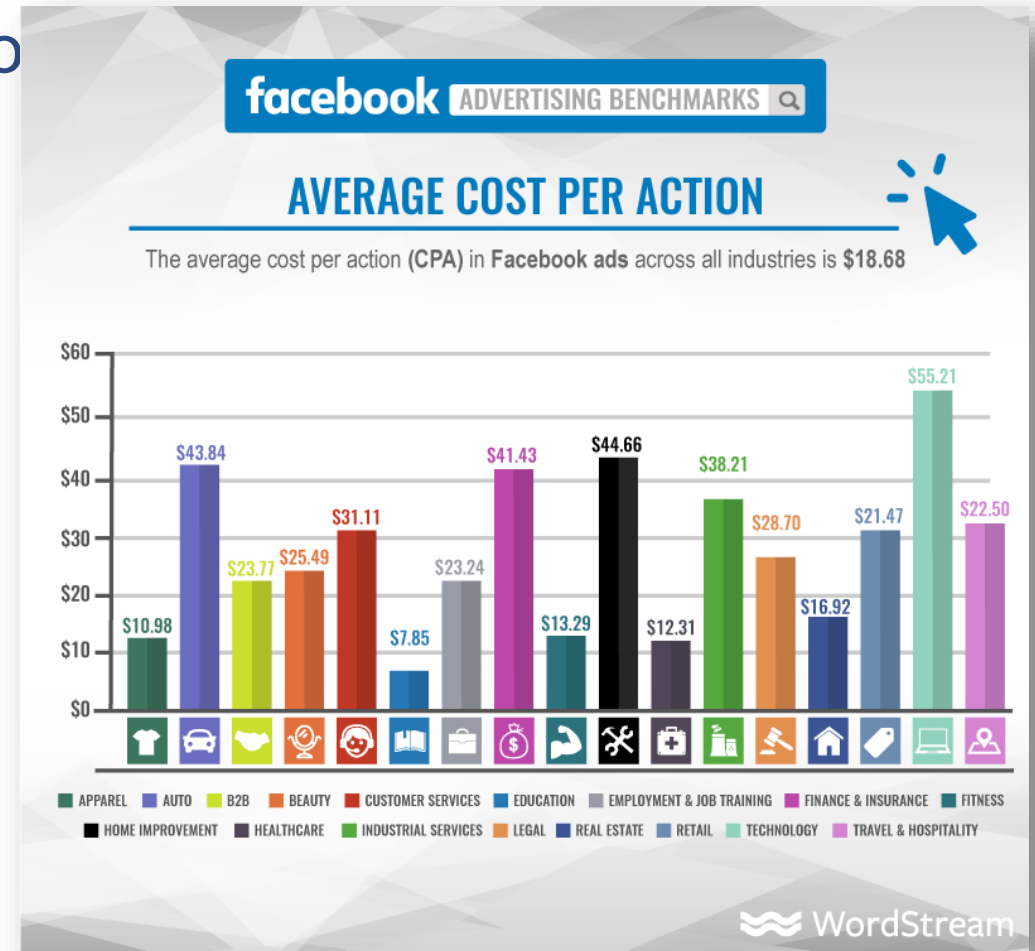
Did You Know The Average Cost Per Action

- Facebook Ads \$18.68 (ranging from \$7 to \$55)
- Google Ads- \$75– (Ranging \$33 to \$133)

According to WordStream Survey– Update Twice a Year on about 17 different industries

Link To WordStream Benchmark Stats:

- [Facebook Stats](#)
- [Google Stats](#)
- [Interactive Charts](#)



Paid Media Analysis



Who To Calculate Targeted CPA By Keyword Google, Facebook & Even Amazon

1. Need the CPC, CTR, & CR
2. $\text{EstVisitors} = \text{Search Vol} * \text{CTR}$
3. $\text{Est Orders} = \text{Visitors} * \text{CR}$
4. $\text{Cost} = \text{Visitors} * \text{CPC}$
5. $\text{CPA} = \text{Cost} / \text{Orders}$

Link To Benchmark Stats:


- [Facebook Stats](#)
- [Google Stats](#)
- [Amazon Stats](#)

Search Result	Volume (US)	CPC (\$) (US)	CTR / Est Visitor	CR / Est Orders	Total Cost	CPA
shoes	1500000	0.5	40350	1134	\$20,175.00	\$17.79
shoes store	1220000	0.57	32818	922	\$18,706.26	\$20.28
shoes nike	1000000	0.38	26900	756	\$10,222.00	\$13.52
shoes stores near me	823000	0.63	22139	622	\$13,947.38	\$22.42
shoes hoka	823000	0.48	22139	622	\$10,626.58	\$17.08
womens nike shoes	368000	0.38	9899	278	\$3,761.70	\$13.52
womens shoes	368000	0.63	9899	278	\$6,236.50	\$22.42
shoes jordans	368000	0.21	9899	278	\$2,078.83	\$7.47
shoes for women	368000	0.63	9899	278	\$6,236.50	\$22.42
shoes women	368000	0.63	9899	278	\$6,236.50	\$22.42
shoes adidas	368000	0.77	9899	278	\$7,622.38	\$27.40
shoes for men	246000	0.81	6617	186	\$5,360.09	\$28.83
shoes repair	246000	0.23	6617	186	\$1,522.00	\$8.19
shoes men	246000	0.81	6617	186	\$5,360.09	\$28.83
chacos	201000	0.56	5407	152	\$3,027.86	\$19.93
shoes for kids	201000	1.48	5407	152	\$8,002.21	\$52.67
kids shoes	201000	1.26	5407	152	\$6,812.69	\$44.84


Shipping Analysis

What is the cost of shipping the products?


1. Estimate The Landed Cost
2. Warehouse Costs
3. Shipping to the customer
4. Returns Percentage



Retail Rate	Discounted Rate
\$13.45	\$12.31



Retail Rate	Discounted Rate
\$12.75	\$12.34



Retail Rate	Discounted Rate
\$19.05	\$8.25

Three

Recommended Tools

- [Online Estimator Of The Big Three](#)
- [FedEx Freight Estimator](#)
- [Stamps.com Cheap B2C Rates](#)

Example True Cost Per Order



Cost Of Goods

Landing Shipping Costs

Warehouse, Pick, Pack

Shipping To Customer

Marketing Cost Per Acquisition (Spend & Team)

Software Costs Per Order

Credit Card & Software Fees

Returns & Customer Service

= True Cost Per Acquisition

True Cost Per Acquisition	
Cost Of Goods	\$ 10
Landing Shipping Costs	\$ 3
Warehouse, Pick, Pack	\$ 1
Shipping To Customer	\$ 7
Marketing Cost Per Acquisition	\$ 18
Software Costs Per Order	\$ 1
Credit Card & Software Fees	\$ 1
Returns & Customer Service	\$ 1
True Cost Per Acquisition	\$ 42
Retail Price	\$ 39.00
Profit Per Order	\$ (3)

Effective Pricing



Key To Success & Scale

- Build a Bundle Of Products Target
- Build A Series / Volume set

How To Scale Sales

- Provide Helpful Upsell / Addon
- Order Bump Add On
- Post purchase Quantity Discount
- Subscribe A Save
- Increase Life Time Value

Develop A Pricing Strategy To Scale To Sales

Bundle Pricing Strategy	
Cost Of Goods (3 products)	\$ 15
Landing Shipping Costs	\$ 3
Warehouse, Pick, Pack	\$ 1
Shipping To Customer	\$ 7
Marketing Cost Per Acquisition	\$ 18
Software Costs Per Order	\$ 1
Credit Card & Software Fees	\$ 1
Returns & Customer Service	\$ 1
True Cost Per Acquisition	\$ 47

Retail Price (3 books series) \$ 59.00
Profit Per Order \$ 12

Scalable Product Strategy	
Cost Of Goods (3 products)	\$ 15
Landing Shipping Costs	\$ 3
Warehouse, Pick, Pack	\$ 1
Shipping To Customer	\$ 7
Marketing Cost Per Acquisition	\$ 18
Software Costs Per Order	\$ 1
Credit Card & Software Fees	\$ 1
Returns & Customer Service	\$ 1
True Cost Per Acquisition	\$ 47
Retail Price (3 books series)	\$ 59.00
Upsell (Work book)	\$ 19
Order Bump (Stuffed Doll)	\$ 10
Post Purchase Second For A Friend	\$ 45.00
Total Sales	\$ 132.99
Additional Costs	\$ 23.00

Profit Per Order \$ 62.99

Step 2: Diversified Sales Channels

A Good Defense Is A Good Offense ...

Expand Marketplaces



If you're on Amazon, you have to also be on Walmart, eBay, Wayfair, etc so you don't lose the listings to competitors



Over 300+ Marketplaces

Marketplace Management Software

Strongly recommend a middleware solution that

- Syncs Inventory
- Manages orders
- Puts in tracking codes
- Completes orders
- Pushes products

Recommended Marketplace & Tools

- [Syncware](#) (300+ Integrations – Full Service)
- GeekSeller
- ChannelAdvisor


Make growth accomplishable...

Integrated Customer Support


eDesk Most integrations

MARKETPLACE

Over 200 native integrations so you can support customers everywhere you sell

 Amazon

 eBay

 Walmart

 Etsy


 Wish


 Mirakl

[All 200+ marketplaces →](#)


D2C OR RETAIL

Deliver consistent onbrand customer support across all your webstores

 Shopify

 Adobe Commerce

 BigCommerce

 WooCommerce

 Prestashop

 Wix

[All D2C or retail →](#)


COMMUNICATION

Let customers choose how they get in touch and connect conversation threads in one place

 Email

 Live Chat

 Talk

 Whatsapp

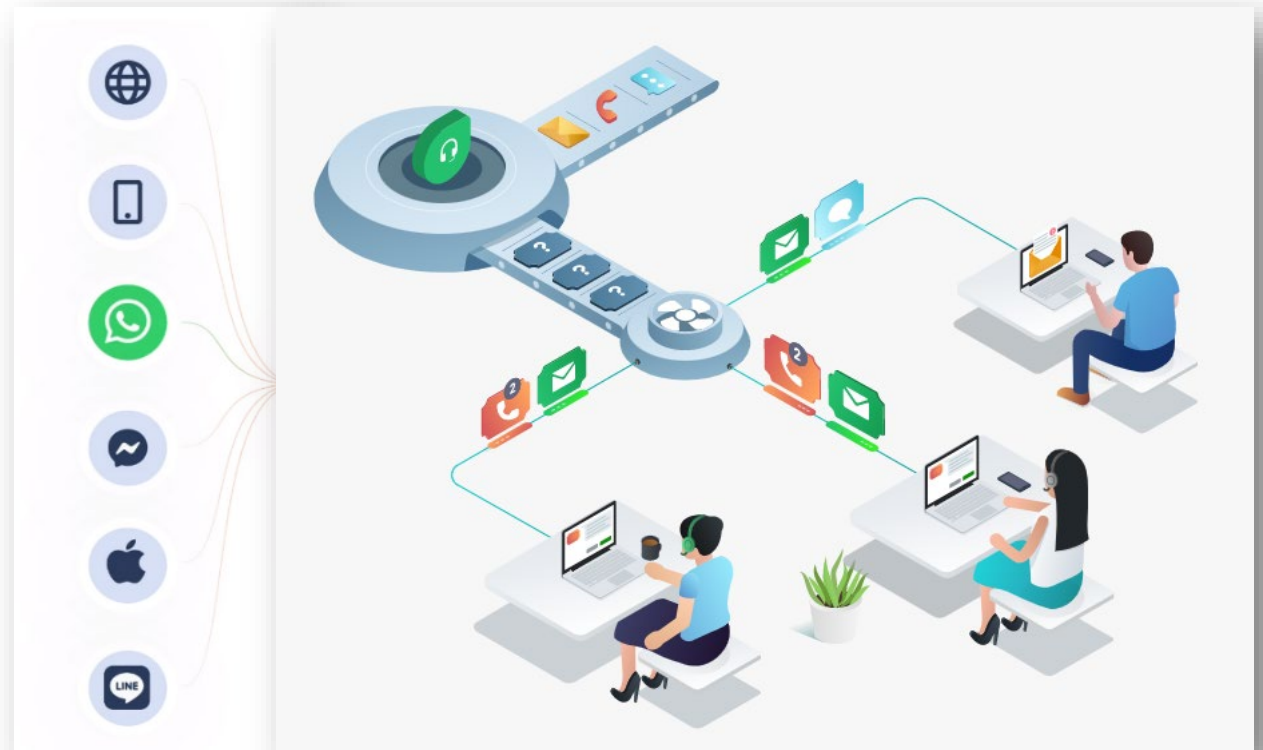
 Facebook

 Instagram

 Twitter

[All communication →](#)

For bigger remote teams with higher use of phone support  freshworks



What Not To Do

Don't Manage Marketplaces Individually

Must:

1. Have a scalable order management system
2. Automate order management with tracking code
3. Have to sync inventory with all channels
4. Have to integrate customer service and reviews
5. Have to automate reviews
6. Have to pushing products details



Automate All Important Processes

Step 3: Build a Scalable Website

Create A Foundation Where You Control Growth, & Can Scale Sales

Don't Rebuild Amazon

What Not To Do!!

- Add The Same Products
- Same Pricing
- No Additional Content
- No Marketing
- No backlinks

And think you can win...



Create A Brand & Content Strategy



Tell A Story

- Understand who your audience is and what they care about.
- Build a site that tells a story,
- Solve a problem
- Don't Just ImproveChangesomebodieslife
- Get customers to talk about it with testimonials and reviews

Recommended Books

- [Start With Why](#)
- [Build A Story Brand](#)

Strong Content Strategy

- Homepage- Add Strong content w/ 1000+ words
- Categories- Add Intro Content & Bottom Content
- Add How To & FAQ Articles
- Add Reviews & Testimonials
- Build Targeted Landing Pages
- Integrated Video & Podcast Strategy

Where To Find Copywriters

- [Job posting on Indeed.com](#)
- [ProBloggerJob board](#)

Build The Bundle



Pricing Strategy To Scale

1. **Bundles**- Build Out with Bundles with scalable pricing.
2. **Groups** - Build A Series / Volume set
3. **Quantity Discount** – Add discount for adding additional quantities

See Next Slides For Recommended Plugins

Bundle Pricing Strategy	
Cost Of Goods (3 products)	\$ 15
Landing Shipping Costs	\$ 3
Warehouse, Pick, Pack	\$ 1
Shipping To Customer	\$ 7
Marketing Cost Per Acquisition	\$ 18
Software Costs Per Order	\$ 1
Credit Card & Software Fees	\$ 1
Returns & Customer Service	\$ 1
True Cost Per Acquisition	\$ 47

Retail Price (3 books series)	\$ 59.00
Profit Per Order	\$ 12

Optimize The Funnel



Build A Flow To Solve The Problem

1. ~~Add To Cart Upsell~~ Provide Helpful Upsell / Addon
2. ~~Order Bump~~- Checkout Order Bump Add On
3. ~~Post-purchase~~– Add a postpurchase upsell or quantity discount
4. ~~Increase Lifetime Value~~– Subscribe A Save
5. ~~Reoccurring Products~~– Build a reoccurring product

See Next Slides For Recommended Plugins

Scalable Product Strategy	
Cost Of Goods (3 products)	\$ 15
Landing Shipping Costs	\$ 3
Warehouse, Pick, Pack	\$ 1
Shipping To Customer	\$ 7
Marketing Cost Per Acquisition	\$ 18
Software Costs Per Order	\$ 1
Credit Card & Software Fees	\$ 1
Returns & Customer Service	\$ 1
True Cost Per Acquisition	\$ 47
Retail Price (3 books series)	\$ 59.00
Upsell (Work book)	\$ 19
Order Bump (Stuffed Doll)	\$ 10
Post Purchase Second For A Friend	\$ 45.00
Total Sales	\$ 132.99
Additional Costs	\$ 23.00

Profit Per Order

\$ 62.99

Where To Start?



Develop Sitemap

Take keyword research & competitor analysis and build a site map. You want a page for each keyword goal

1. Category Pages
2. Landing Pages
3. FAQs
4. Blogs
5. Bundles
6. Videos
7. Social posts, etc

Develop SEO & Content Map

Take the targeted keyword and competitor data put together a strategy for each page.

1. Title tags
2. H1
3. Meta Description
4. Content-Length
5. H2s
6. Middle man pages

Option 1 - WooCommerce Tools



Wordpress& WooCommece

- a. WordpressRuns 40% Off The Internet
- b. WooCommerce Runs 28% of alcommerce websites
- c. Page Builder That Runs 6 million websites
- d. Over 60k free and paid plugins
- e. Themebresthas tens of 1000s of themes
- f. Well Supported withhundreds of thousands of contractors

Recommend Plugins

- Hosting: C loudways or WPEngine
- Page Builder [Elementor](#)
- E-commerce: WooC ommerce
- Payment Processing Stripe, Paypal, Klarna
- Shipping: [WooC ommerce Plugins](#)
- Firewall – Both C loudflare & Wordfence
- Bundle Plugin– [InconicWP Bundles](#)
- Upsell / Order Bump / Post Purchase Checkout [Sales Booster](#)
- Advanced Funnels– FunnelKit, C artFlows
- Advanced Emails– [FlyC art](#) and [SMTP SendInBlue Plugin](#)
- Form Builder– GravityForms

Option 2 – Shopify Plugins



Shopify

- a. Runs 10% of E-commerce websites
- b. Fully managed hosting
- c. Over 3000 paid plugins
- d. ThemeForest has 1600 of themes

Recommend Plugins

- **Hosting:** Fully managed by shopify
- **Page Builder** [Zipify](#) or Showgun
- **Payment Processing** Shopify Pay (extra fees for stripe)
- **Shipping Integrations:** Plugins
- **Firewall** – Built in & Managed
- **Bundle Plugin**– [Plugins](#)
- **Upsell / Order Bump / Post Purchase Checkout** [ReConvert](#)
- **Advanced Funnels**– [Zipify Upsell](#) & [ConvertFlow](#)
- **Advanced Emails**– [FlyCart](#) and [SMTP SendInBlue Plugin](#)
- **Form Builder**– [Powerful Contact Builder](#)

Must Add Video— Increase 80%



Create an Authentic Phone Video

- **Product Videos**- Including a video on a landing page can increase conversion by 80%
- **Video Marketing** - Make 2 to 5 minutes videos & post on Youtube, Rumble, Facebook, Instagram, Telegram, TruthSocial etc -
- **Go Live Without Being Live**- Live video gets 10X more engagement than a normal video. Viewers will watch a LIVE video 3X longer than a normal video.

Recommend Tool

Social Posting [Hootsuite](#), [CoSchedule](#), or [FS Poster](#)
Live Posting www.livepigeon.com



[IphoneVideo Kit](#)

[Phone Arm](#)

Mistakes Not To Make



Platform

- **SSL**– Your site needs to have SSL with HTTPS on all URLs.
- **Too Big Of Images**– Must optimize your images
- **Slow Load Speed**– Need to load as fast as possible.
- **Broken pages**– Audit site to confirm you have no 404 and 500 errors
- **Mobile Responsive**– Site must be mobile-friendly and responsive to tablet and mobile devices.

Recommended Tools

- [ScreamingFrog](#) (desktop site audit tool)
- [SEMRush.com](#)

SEO & Content Strategy

- **Title Tags** – Must have under 60 characters
- **H1s** – Targeted H1 Title Tag and Page name
- **Meta Description** – must be under 155 characters
- **Home Pages Content**– recommend a minimum of over 1000 to 1500 unique words on a page.
- **Category Content** – Each category needs intro text at the top and 500 to 1500 words below the products
- **Thin Content** – Any page with under 400 words of content will be penalized for thin content.

Step 4: Setup Shopping Feeds

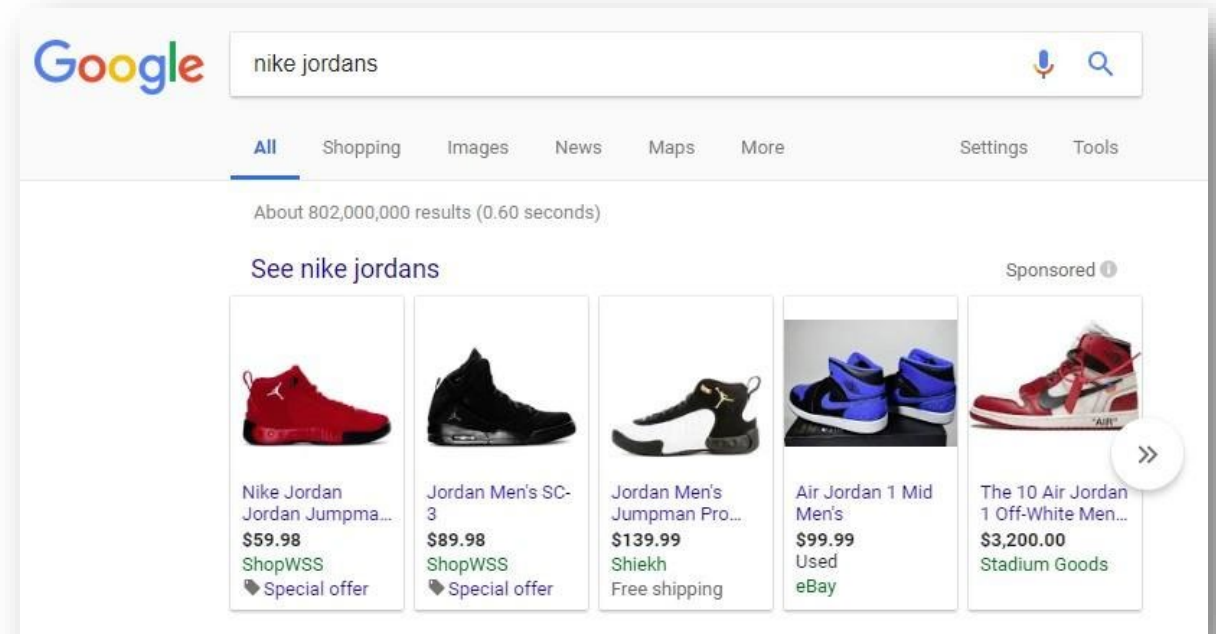
Setup the Easiest Low Hanging Fruit In Paid Media

Must Setup Shopping Feeds



Google Shopping Ads

1. **Why** - Google shopping in my experience is the best converting, most consistent, and easiest to setup.
2. **Content** - Optimized product title and strong product descriptions
3. **Pricing** - Average C PA is around \$38 so you need effective pricing.
4. **Seasonal Intents** - Get C PA down under \$20 dollars and 2x to 4x sales.



Other Shipping Feeds

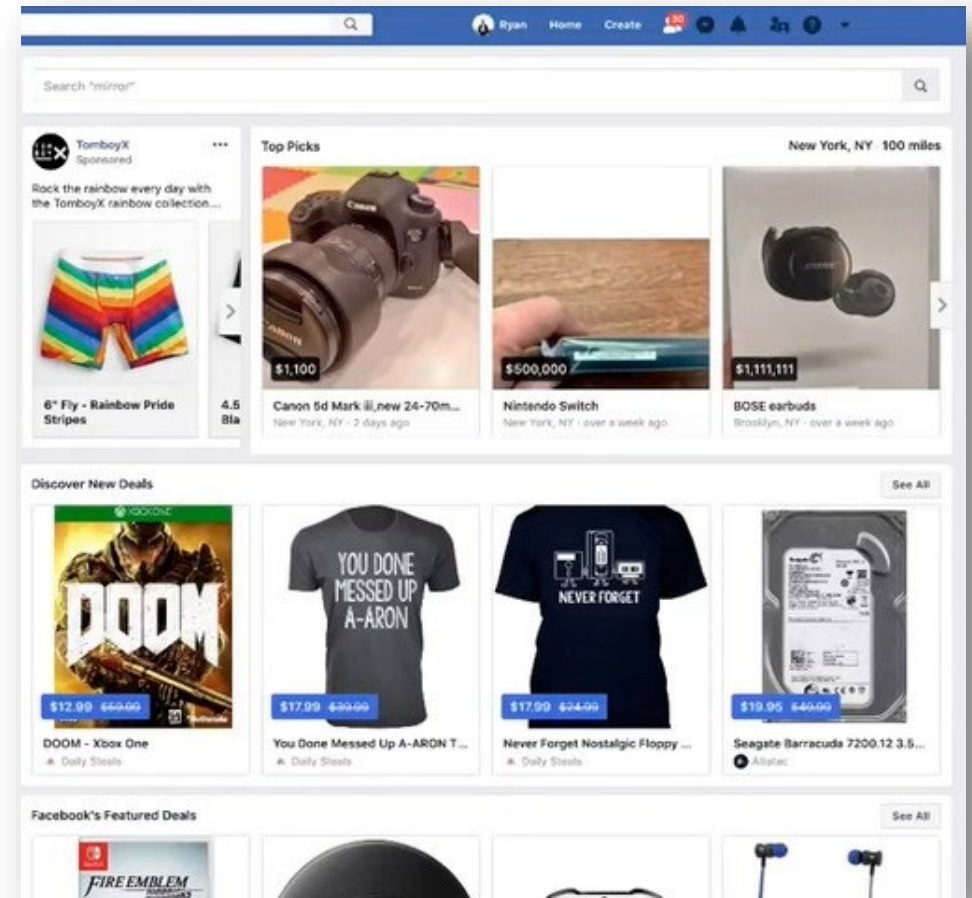


Facebook Marketplace

1. **Growth** - Facebook Marketplace is really growing around 10% a year
2. **Cheaper** – The average is about half the cost of Google shopping. The average C PA is around \$18
3. **Conversion rate**– FB conversion is 2x to 3x is higher Google.

Other Shopping Feeds

1. Tiktok Product Catalog
2. Bing Shopping Ads
3. Snapchat Product Feeds
4. Pinterest Product Feeds



Tools To Make It Accomplishable



Integration Plugins

WooCommerce – [Product Feed Pro](#)

Over 100 feed templates

Shopify – [Social Shop](#) & others

Need Help Setting Up?

[Sales & Orders](#) – Full and Service Solution

Where To Start?

- **Optimize Product Details**
 - Setup Integration Plugin
- **Google Shopping**
 1. [Setup Google Ads](#) – Shopping Campaign
 2. [Setup Google Merchant](#) – Integrate with product feed
 3. Integrate [Google Analytics](#) & Conversion Tracking
- **Facebook Marketplace**
 1. To go business.facebook.com
 2. Setup Product Catalog

Paid Media– Next Steps



Google Ads

- Google Search Ads
- Google Display Ads
- Google Dynamic Ads
- Google Performance Plus
- Youtube Ads
- Remarketing Ads

Facebook Ads

- Image Ads
- Video Ads
- Carousel Ads
- Collection Ads
- Lead Ads
- Slideshow Ads
- Stories Ads
- Messenger Ads

Create Targeted Campaigns, Towards Targeted Landing Pages, Clear Calls To Action

What Not To Do

Campaigns Killers

- a. Sending Traffic To Your Homepage
- b. Not using targeted landing pages
- c. Not doing interest targeting.
- d. Not using conversion tags or tracking pixels
- e. No call to action or Passive Call To Action
- f. Low load speed
- g. No Effective Pricing Strategy
- h. No Follow-Up Campaigns



Step 5: Content Marketing

Most Important Part for Long Term Growth

What Is Content Marketing



Content Marketing is a marketing strategy used to **attract, engage, and retain** an audience by creating and sharing relevant articles, videos, podcasts, and other media.

The Goal of this approach is to establish **expertise**, promote **brand awareness**, develop **backlinks** and keep your **business top of mind** when it's time to buy what you sell.

Main Goal To Earn Quality Backlinks...

Target Sites with Authority of 25 or higher- The Higher the better

Types Of Content Marketing



Best Types Of

- Google Business Profile
- Guest post
- Product Reviews
- Publish original research
- Create checklists
- Share a "Must-Do" List & A List Of Things To Avoid
- Answer FAQs
- Use Citations & Directories
- Influencer Round Table
- Create a comparison page

Ways to Engage

- Ask Your Partners/Distributors/Suppliers
- Host a webinar
- Podcasts
- Interview thought leaders
- Create tools
- Give away the kitchen sink
- Grow with user-generated content
- Create video content
- Create case studies

Tools To Make It Accomplishable

How To Find Backlink Opportunities?

1. Competitor Backlinks

- SEMRush.com – Pull competitor backlinks
- Ahrefs.com – Backlinks tool, broken links, out of date, etc
- Majestic.com – Great API Backlink tool
- SimilarWeb.com – Understand Competitor Traffic Sources

2. Link Finder – LinkHunter and Pitchbox

3. Find Influencers – BuzzSumo

4. Understand Your Target Audience – SparkToro.com

5. Competitors Updates – Google Alerts



Source - FusionSpark

What Not To Do

Mistakes To Avoid

- a. Don't Use Content Spinners
- b. Don't Use Low Quality AI Content Generation
- c. Don't Use Duplicate content
- d. Don't Use Thin Content
- e. Avoid Low Quality Linking Neighborhoods
- f. Don't do comment spam
- g. **Target Sites with site Authority of 25 or higher.**
- h. Target 1 to 3 links max per page



Step 6: Leverage Social Media

Build A Community To Build Relationships

Create A Business Page

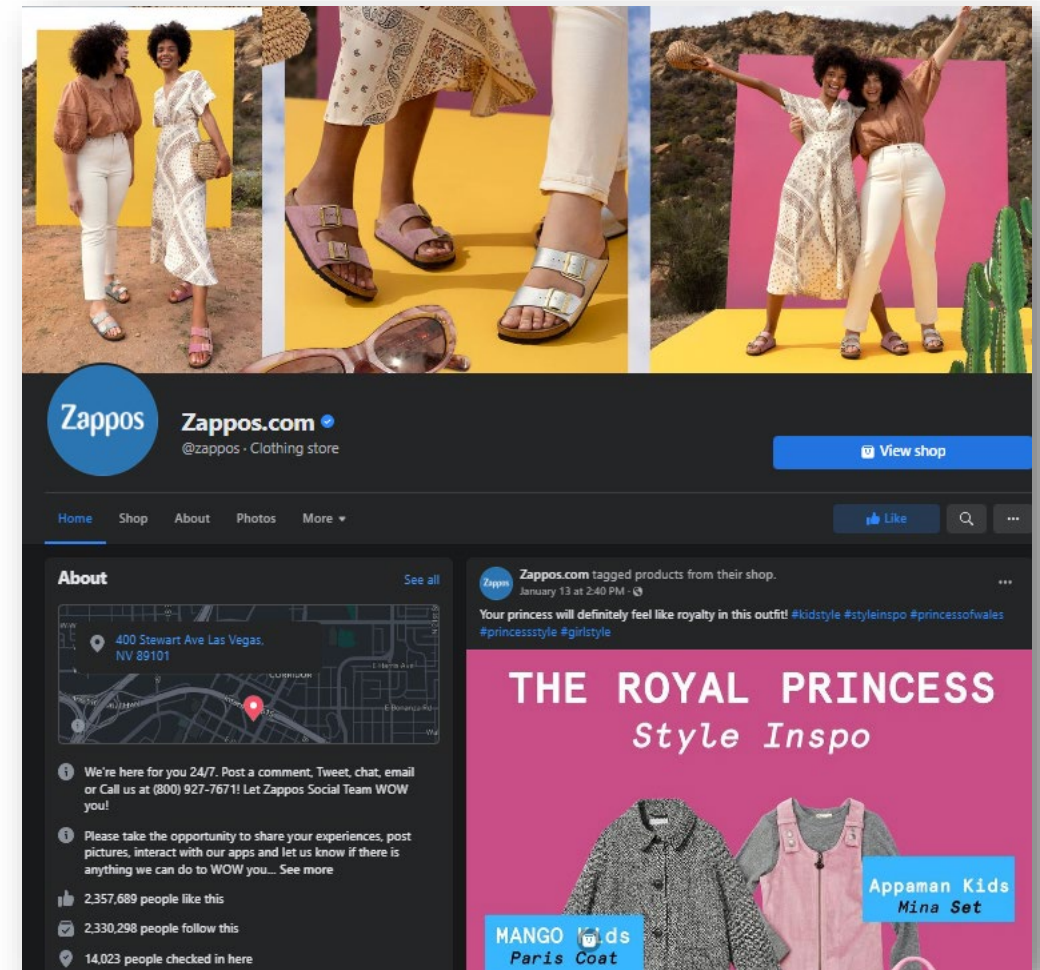


Facebook Page

- Build Out A Business Facebook & Instagram
- Build for Branding and Create a Presence
- Post Consistently (daily, bi-weekly, weekly)
- Ask Questions, Add Value, Change Peoples Lives
- Tag and Hashtag on every post.
- Engage with brands, industry sites, and relevant topics
- Integrate Store Into Page

Recommended Tools

- Facebook Business Suite
- HootSuite, CoSchedule

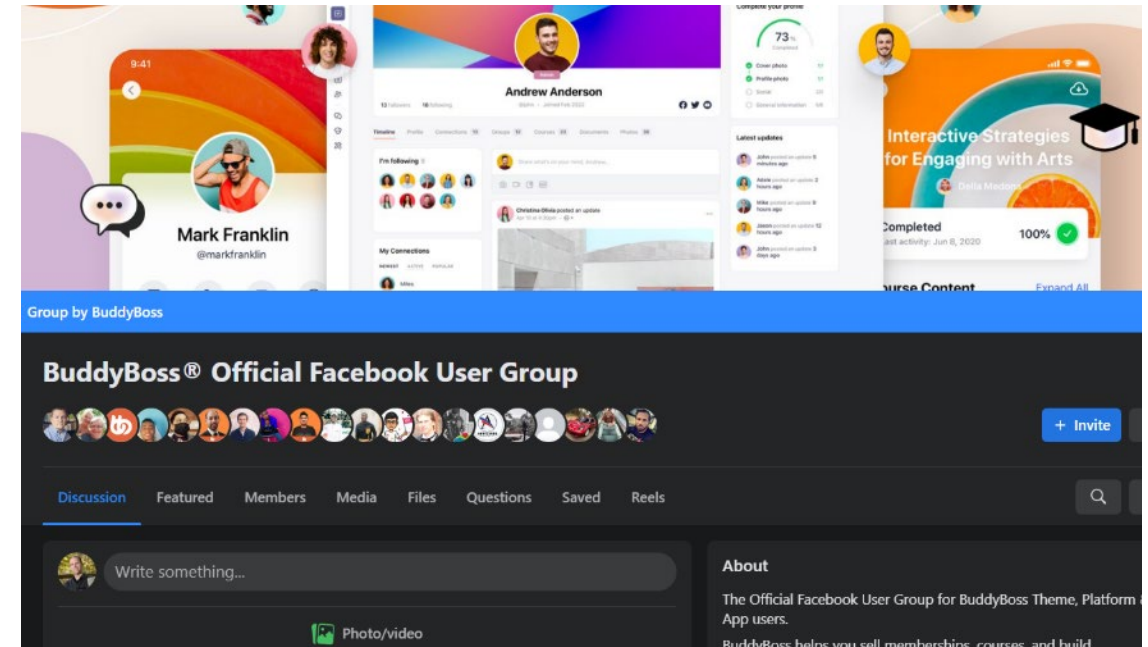


Create A Community



Facebook Groups

- **Build** - Build a Facebook Group To Engage In Community
- **Engage** - Customers are going to talk anyways, you might as well be apart of it.
- **Effective Moderation** – Don't censor, just make good rules asking for the conversation stay clean, and respectful.
- **Add Value**— Engage in the community to answer questions, provide tips, add value.



Recommended Tools

[Group Boss](#) – Gets User Data from FB Groups into CRM

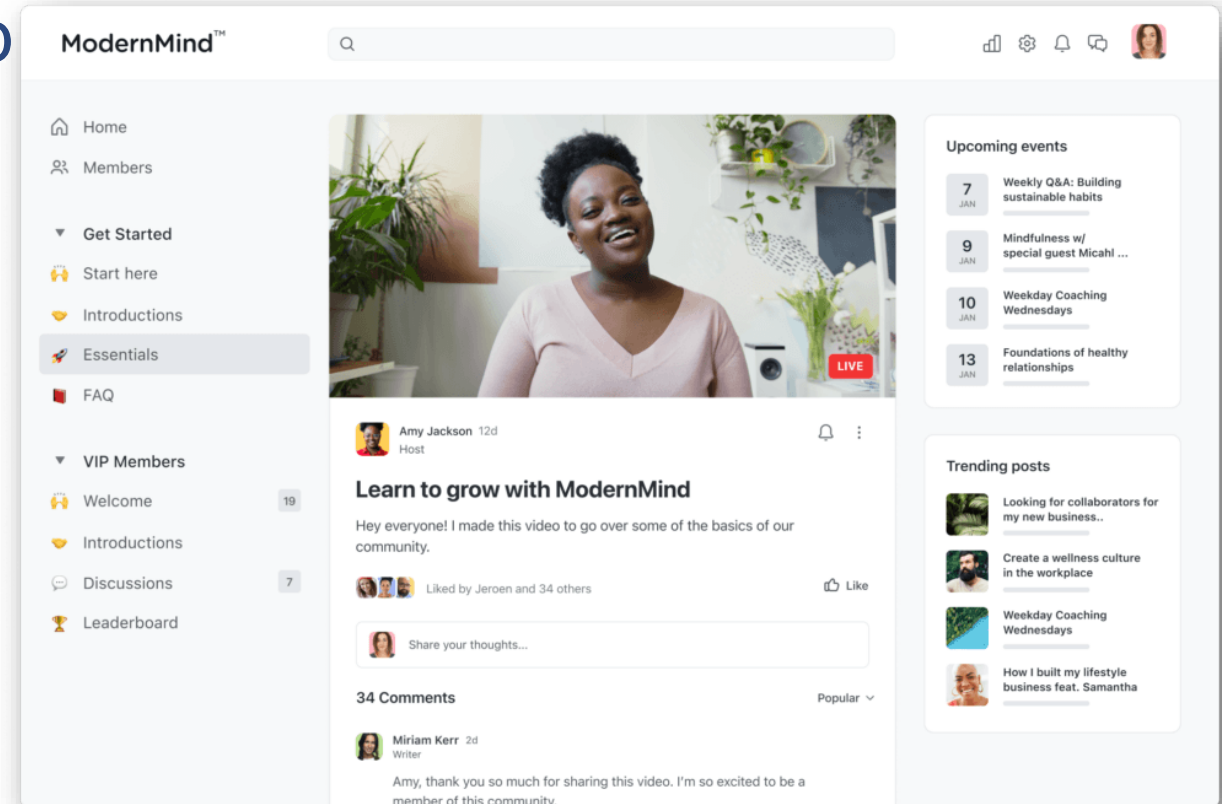
Build Your Own Community



Deploy Your Own Software & App

Problem with Facebook Groups is you don't own the group or App. You can't monetize it.

- Buddy Boss (Built On Wordpress & App)
- Honeycommb
- Circles
- HiveBrite



Step 7: Build A List

Build A Relationship With Email & SMS

Build A List

Ways To Build Email & SMS List

- Smart Pop-Ups (NOT On Load Popups)
- Put sign up form on every page (Navbar, sidebar, or footer)
- Integrate Into Checkout Process
- Create Downloadable Lead Magnets
- Collect emails at events or retail store
- Add Email Sign up on Social media
- Giveaways
- Podcast Interviews & Guest Posts



Recommended Smart Popup

- WooCommerce – [Elementor](#) has built-in
- Shopify – [Privy](#)

Automate Email Campaigns



Create Evergreen -to-1 Emails

- Send Welcome Emails with the first name
- Setup 4 Step Smart C campaigns
- Ask For Reviews from every channel
- 30 days later ask for feedback.

Recommended Tools

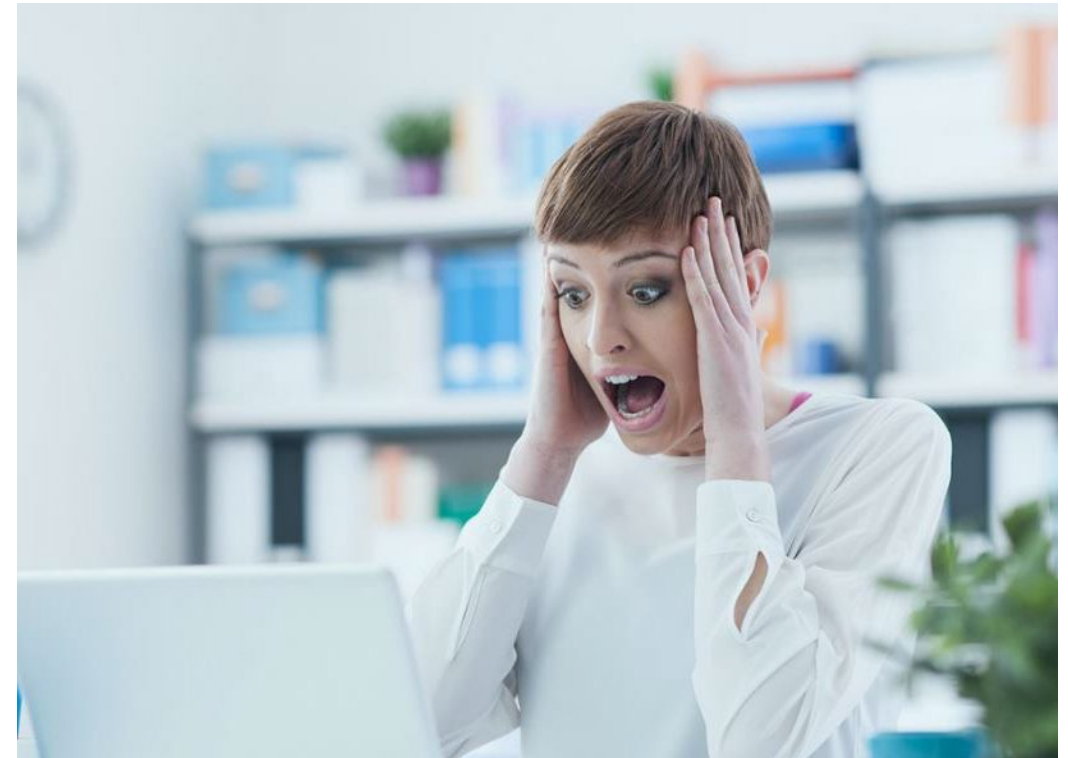
- Klaviyo
- Active Campaign
- Campaign Monitor



What Not To Do

Things To Avoid

- **Onload Popup**– Make it smart on delay or scroll
- **Oversend** – Don't over-send, Send only to provide value and be helpful.
- **To Much Content**– You have the made the content seemable
- **Only Graphics** – You need to have text and graphics as 20% don't see graphics.
- **Spam Words**– Don't use symbols, numbers, free, etc in subject line.
- **Send At The Right Time and Day** A/B Test



Step 8: Referral Marketing

How To Build A Motivated Volunteer Sales Team

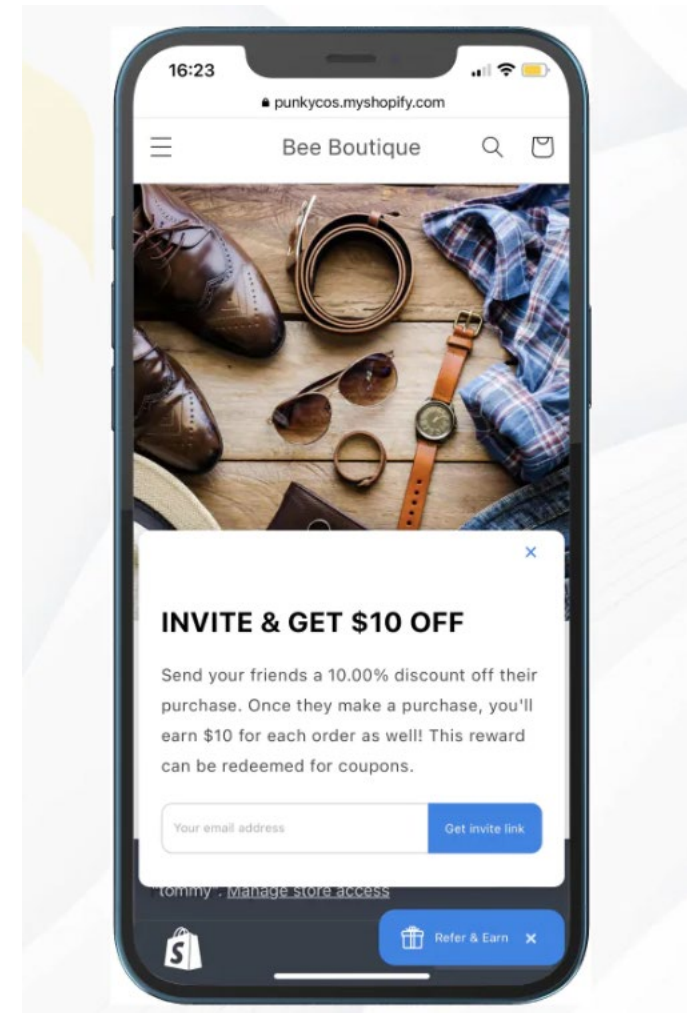
Build A Referral / Affiliate System



Create Your Own Volunteer Sales Force

1. **Referral Marketing**– Setup smart affiliate software to have customers be the biggest sales force
2. **Strong Commission**– Only pay for affiliate marketing **after** works. Offer as strong of commission as possible.
3. **Use Smart Tracking**– Use newer tracking systems, **coupon codes, and direct clean links.** (no redirect links)
4. **Provide Great Resources**– **Make the marketing easy** provide everything they need to succeed including HTML emails, coupon codes, display ads, reviews, social posts, gift guides, catalogs, order forms, bundles, post purchase sign up, etc.

Make Easy On Mobile & Social!



Tools To Make It Accomplishable



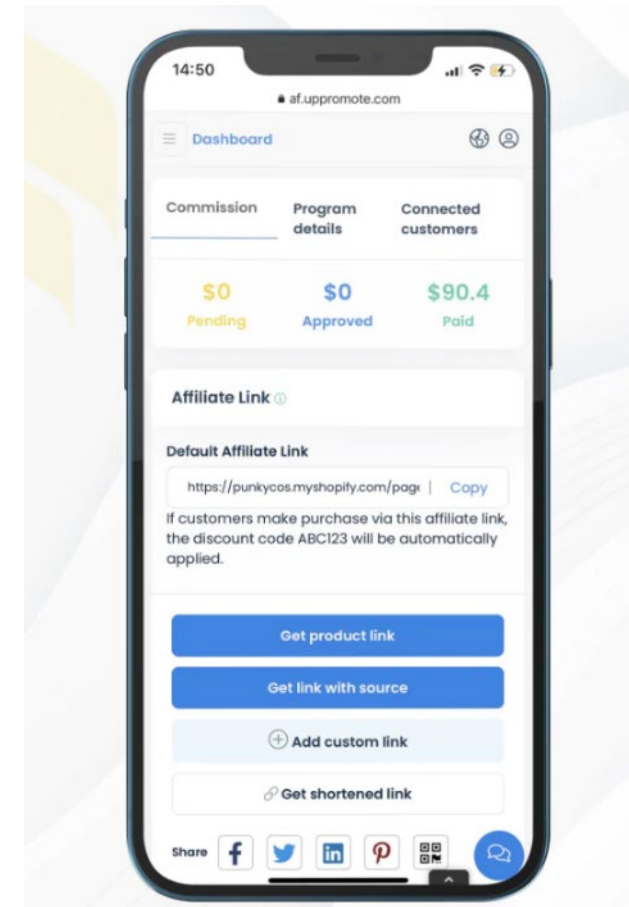
Use Smart Affiliate / Referral Software

- WooCommerce – [AffiliateWP](#)
- Shopify – [UpPromote](#)

All About A Strong Offer!!!!

What Not To Do

- Use External or Sub domain redirect Links
- Don't Make Weak Commission Structure



Step 9: Setup B2B Marketplaces

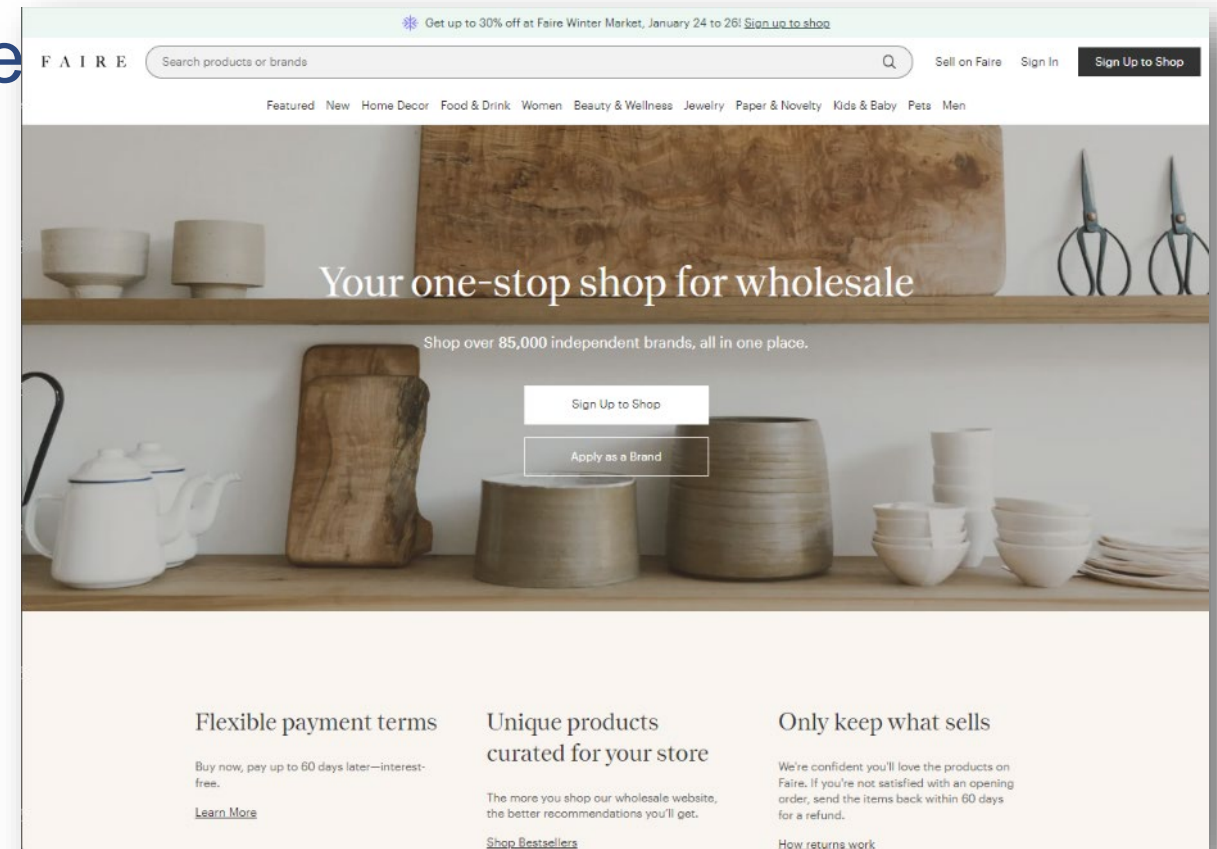
Leverage 600k Retailers in 35 countries

Setup Faire



Setup B2B Wholesale Marketplace

1. Over 600k Retailers
2. Over 85k Brands
3. US, Canada, Europe and Australia
4. Not setup free
5. 25% commission on first order, 15% on rest of orders
6. Customer Pays The Shipping!!
7. You keep the customer.
8. Gives 0% commission for customers you refer
9. No returns



The Key To Faire's Success



The Affiliate Program That Changed The World

Retailers Experience

- \$125 per order for each Brand they refer Up to \$2000
- Free Freight For Year
- Net 60
- One Free Return
- Insider Program Similar To Amazon Prime
- All Retailers In One Place

Brand Experience

- 0% Commission for each retailer they refer
- Free Freight For Year for their customers
- \$100 gift card
- Net 60 for customers but get paid Net 30.
- Customer Pays for Shipping
- Full Free Email Marketing Solution
- Tradeshow POS System.
- Easy Integrations

Step 10: Setup AI Automation

Work Smarter, Scale quicker, Automate everything.

Leverage AI Automation

Use AI To Automate Growth

1. **ChatGPT** – Can be used for research, keyword ideas, customer service, training, write code, and “some” content writing*. [Learn More](#) or download Open AI Mobile App
2. **[AI Upsell & Abandonment Cart](#)**– Help with customer service to answer questions and encourage customers to buy.
3. **AI Data Sources**– Use [Seamless.AI](#) to find targeted customers and contact information to market and remarket to.
4. **AI Outreach Marketing**– Leverage AI Schedulers to use SMS, Email, Voicemail to Build Relationships, schedule relationships. [One solution is called WooSender](#)



What Not To Do



AI Content

Google does not like AI generated content and is against their terms of service.

You can test it, but I would only use it for ideas and do everything you can to make certain you write unique content that adds value.

Build Lists & Spam

- You can get all the lists you want, but make **certain not to spam** people.
- Be **very targeted** and be careful with very small bunches outreach as you can often do more harm than good if you do it wrong.

Next Steps— Where ToStart

How To Take This Home & Apply It

Next Steps



Build The Team

1. Take This List and Assign A Person To Each Step
2. If you don't have the team, hire them
 - **Indeed.com** – Provide a details description looking for Remote
 - **Upwork.com** – Provide detailed description and Ask for detailed portfolio.
 - **Fiverr.com** – Good for specific smaller tasks.

Plant Your Seeds Now

1. DON'T Expect Immediate results!!
2. What you do in Q 2 and Q 3 will help you in G 4 and beyond.
3. Keep Digging Your Well, The Water Will Come!!!

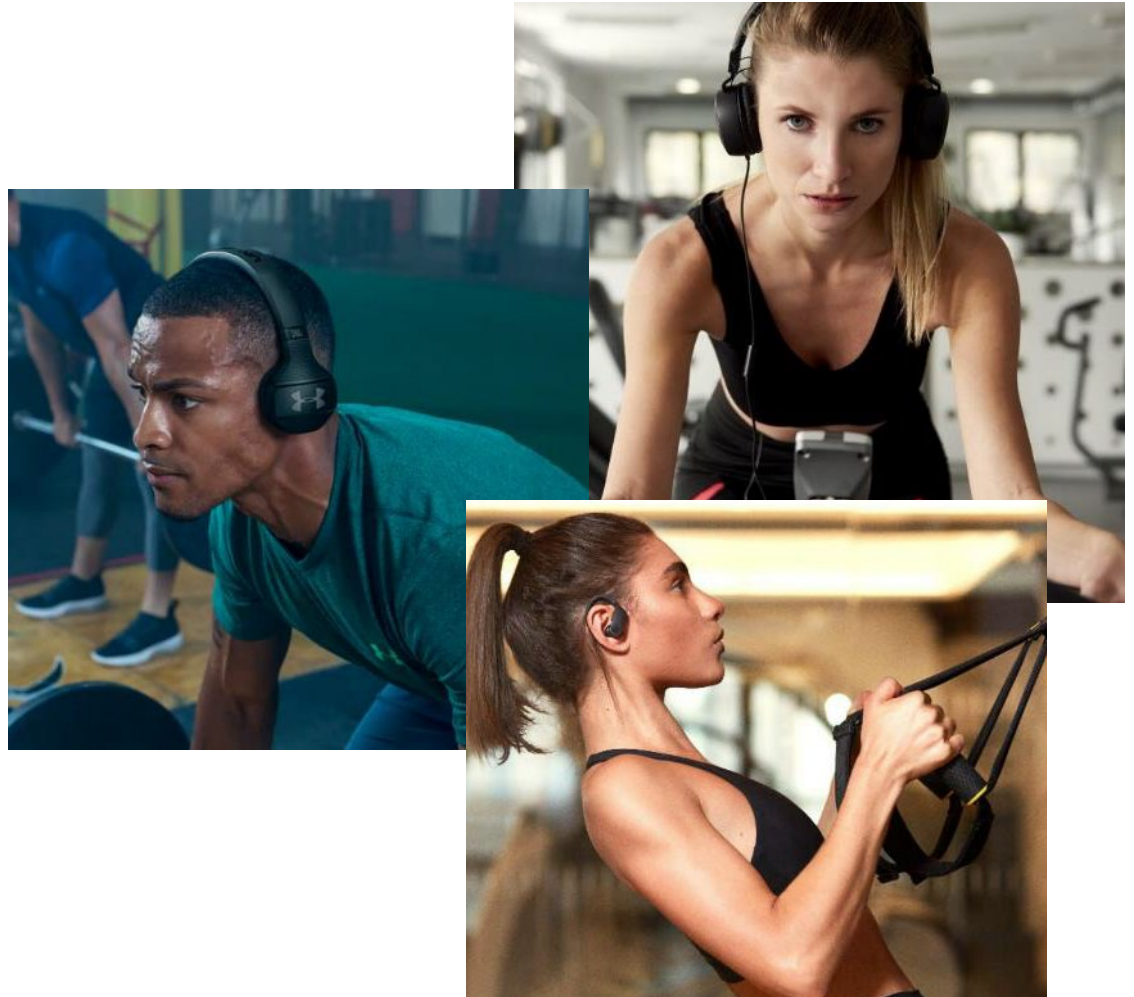
Get It Done!!!!!!

Bonus Challenge

Listen To 1 Audible Book A Week

1. 5am Club!! Seriously...
It will change your life.
2. Rich Dad Poor Dad
3. ExpertSecrets
4. Continue on in the marketing section
5. Marriage books
6. Husband books
7. Parenting books.

This Will Change Your Life....



Summary Tools



SEO Tools

- KeywordKeg.com (recommended)
- Neilpatel.com/ubersuggest (free)
- Google Keyword Planner
- SEMRush.com (recommended)
- Backlink- Ahrefs.com
- SiteAudit- ScreamingFrg
- Integration- Syncware
- Integration- GeekSeller
- Integration- ChannelAdvisor
- Customer Service- Edesk.com
- Project Management- Teamwork.com

Benchmark Stats & News

- [Facebook Stats](#)
- [Google Stats](#)
- [Interactive Charts](#)
- [Amazon Stats](#)

ShippingTools

- [Online Estimator Of The Big Three](#)
- [FedEx Freight Estimator](#)
- [Stamps.com Cheap B2C Rates](#)

Any Questions?



Download Presentation

www.HarnessingStrengths.com/prospershow

Eric Kooymans

Any Other Questions, Email:
ek@harnessingstrengths.com

Schedule Meeting:
www.HarnessingStrengths.com/book/

Follow Me:
www.facebook.com/ekooymans
www.linkedin.com/in/ekooymans



THANK
YOU