

Natalie Tolhopf's

# 6 FIGURE SALES SECRETS

28 DAYS. 28 WAYS. EVERYTHING YOU NEED TO ROCK YOUR BUSINESS!

## WEBINAR CHECKLIST AND TOOLS

### Decide on name using this formula:

How to .....

3 ways to solve.....

- 3 Simple Growth Systems For The Modern New Zealand Business Owner
- How To Avoid Expensive Surprises In Your New House Build
- How To Turn Your Boring Business Into A Market Superstar With The Power Of Video
- The Bartlett Strategy For Reducing The Epidemic of Overwhelm In The Modern NZ Woman
- How To Avoid Life Passing You By And Instead Live Your Best!

Promotional actions: Send to all of the people below before paying for advertising.

- Previous clients
- LinkedIn contacts
- Facebook friends and connections
- On-the-fence clients you haven't closed
- BNI/networking
- Trade partners
- Email list

Promote your webinar for at least 7-10 days

Post to Facebook twice a day calling out problems the webinar will solve- See example below

### Tech:

- Gotowebinar or Zoom.us - both have free trials and pre and post webinar emails
- Imperfect way is to just use zoom and do you own post emails

### How:

Choose a date.

Choose a topic.

Commit to getting as many people as you can onto the call.

### Format of slides:

1. Introduction- title
2. What I think the problem is-Statistics
3. Why am I the expert?-story
4. Credentials
5. Client results
6. Training
7. What to do with your word?
8. Offer strategy session

Check out my sales webinar click here: <http://bit.ly/2H1uOLy>

### After webinar:

Send a thank you

Send the replay and any attachments or tools- Reminder of offer

Follow up to see how they are tracking

Remind them again a week later

See templates below.

## EXAMPLE OF POSTS TO PROMOTE WEBINAR



I had to make a decision.

One of those honest confronting ones.

Based on the results I was getting in my business...

It was nothing short of WTF am I doing?

The decision was...

Am I going to continue to put ALL this energy & effort out and wait.... Hoping to get the results  
OR

Throw the towel in right here and now.

Well I used the towel to dry me off as I decided to dive deeper in and fully commit.

My lack of results were based on how I valued myself and the fact I was not converting ANY of the hustle.

Time to step up and see that sales is all about educating, being of service and taking someones order...Just like they do in a restaurant.

Keeping it simple.

Achievable.

My expertise has come from the engine room...Aka doing the work and finding what works, what doesn't and how it can help you on your journey.

Join me this Thursday night at 7:30 pm for some training around that scary word...Sales.

See you there!Click here to register: <https://natalietolhopf.lpages.co/double-sales-webinar-copy/>



It Ain't What It Seems...So give yourself a break from the unrealistic goals you have. Pedestalling others is dangerous.

Someone else's idea of fully booked or thousands on their database doesn't always equal your ideals, goals and money success.

They might think fully booked is 5 clients a week so they can work in a business that gives THEM enough...And the success they need. Their success maybe measured in self care time, time with family and having the luxury of lots of down time.

Where as your idea of fully booked might be 20 clients...But you don't get the detail you only hear fully booked and see that you aren't...But you have 5...SEE what I mean??

Some gurus out there have lists of 80,000 plus and only convert at times 550 of them to strategy sessions...Yes less than 1%.

So the next time you want to beat yourself up based on you only converting 5 of the 15 in a room, a webinar, a post or a conversation....Do me a favour and get a grip.

You are doing AMAZING.

You just need to keep going.

You are just as worthy, deserving and are already that relevant expert.

What if that person with the massive list doesn't know how to sell to them?

You don't know how well someone is doing while looking at their stuff through your own lenses.

Comparing your journey and surface level results are doing your mindset more harm then good.

Stay in your lane.

Don't follow others results.

Sure have aspirations and be inspired by the so called big guns...aka the experts.

But remember...It is going to do you no good making assumptions.

Over and out.

PS. If you like my style, how it makes you feel then join live this Thursday at 7:30 pm. Full training on how to increase your sales Click here to register:<https://natalietolhopf.lpages.co/double-sales-webinar-copy/>

Nat x

**Simplicity  
is key.  
Stop over  
complicating it!  
#JFDI**

[www.catapultyourbusiness.co.nz](http://www.catapultyourbusiness.co.nz)

Hey there,

How do you spend the first two hours at your desk in the morning?

This is what I have done this morning:

- \*Conducted one sales call (strategy session 30 mins)
- \*Created & set up a retargeted FB ad
- \*Sent a group email follow up from a past event
- \*Wrote and scheduled an email to database
- \*Send 3 emails to follow up with a down-sell
- \*Wrote a kick arse post to FB

When you have focus and STOP looking, scrolling and comparing on social media or getting lost and reactive in your inbox...It flows, it is fast and it creates sales.

I can help you to pinpoint how to take consistent action in your business...Doing the 'right' things. Just like those actions above.

Then please join me LIVE this Thursday night for some kick butt training. Click here to register for the webinar: <http://bit.ly/2y6Eij9>

Looking forward to having you on the webinar with me.

## EXAMPLE OF POST EMAILS:

### Thank you after webinar:

Hey there!

Thanks for being either on the webinar today OR if you registered to listen to the replay. The replay would have been sent to you already. But let me know if it hasn't!  
We had a lot of fun on the training, plenty of lightbulb moments and many "aha!" moments. Also attached are some sales activities for you to start taking action on.  
But most importantly I wanted to remind you of the epic Summer Survival Business Bundle that I have available....Come over and check it out.  
There are limited numbers for both the full access and virtual.

HIT me up babes with all your questions.

Nat x

### Replay email:

Hi there!

Happy Friday!

Last night was EPIC!

Why?

Because I shared plenty of reality checks, butt kicks and REAL actions that you can take..Today!

### **Webinar Replay [HERE](#)**

As promised in the webinar I have attached for you a printable sheet of 'Daily Sales Activities'. These are a collection of activities that I have used. I haven't created them, they aren't new! But they work when you take the action.

Plus remember to jump over & book your complimentary Strategy Session with me. It is time for you to STOP this crazy ass social media scrolling and make some sales.

### **Book your kick butt strategy session [HERE](#).**

PS. I would love to know what your biggest takeaways were from the webinar and what you will be doing differently? Hit reply & let me know.

Nat x

## **Two days later:**

Hi,

It has only been a few days now since the sales webinar.  
What have you actioned since then?

*How did you spend the first hour at your desk this morning?*

This is what I have done this morning:

- Conducted one sales call (strategy session 30 mins)
- Created & set up a retargeted FB ad
- Sent a group email follow up from a past event- *Hey that is you guys!*
- Wrote and scheduled an email to database
- Send 3 emails to follow up with a down-sell

When you have focus and STOP looking, scrolling and comparing on social media or getting lost and reactive in your inbox...It flows, it is fast and it creates sales.

I can help you to pinpoint how to take consistent action in your business...Doing the 'right' things. Just like those actions above.

I have created a 'Mini'pult version of the Catapult. And I would personally love for you to take a look and see if it something you would like to do with me. You see when you invest in one of my programmes...You don't do it alone, nor do you have someone do it for you...It is a *Done With You* situation.

If you still would love to smash your business goals, finally get over some of that procrastination, have accountability, be around like-minded people AND finally learn what actions you need to be doing every day...Then let reply to this email and I will send you the full details.

Looking forward to hearing from you.

Nat x

## **One week later:**

Hi there!

Hope you have had a chance to listen to the replay or go over your notes from the live webinar.

From the sales activity and the tips I gave you. What is one thing you are going to do differently this week?

Nat