



# Spiritpreneur Holiday Sales

## Printable Workbook

Did you watch the Black Friday and Holiday Sales lesson?

It's time to dig deep and learn more about your offers. Try to find a quiet place so you can spend some time reflecting on the questions. Share your honest thoughts here – there's no judgement or right answer. You are free to journal, brainstorm and doodle in this space.

### ***Journal Your Thoughts***

#### **Plan Your Holiday Offer:**

1. What product or service will you promote during the holidays?

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2. What type of promotion will you do (a bundle, coupon code, etc)?

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3. Where will you be selling from? (sales pages and payment gates) If it is a sales page, is it mobile responsive?

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## **II. Create Your Holiday Offer:**

1. How could you make creating a holiday offer fun and easy?

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2. Will you offer a payment plan on a pricey service or product?

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3. Have you considered offering a "deal of the day" promotion?

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### **III. Optimize Your Holiday Sales Page:**

1. Which tools will you use to create your sales page (Wordpress, Facebook, Instagram, Leadpages, a plugin, PayPal, Stripe etc)?

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2. Will you include video on your sales page? What will you cover in it?

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3. Do you have more than one Call to Action button on your sales page?

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#### **IV. Sharing Your Holiday Offer with Your Mailing List:**

1. Do you have an email list? If so, how often do you email your list? Will you need to warm your subscribers back up?

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2. Have you shared your offer with your mailing list? If not, why not?

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3. Is there a special subscribers-only perk you'd like to offer your list?

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## **V. Promoting Your Holiday Offer on Social Media:**

1. Which social media channels will you use to get the word out about you offer?

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2. Are your social media channels active and filled with relevant holiday content?

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3. What tool, analytics or program are you using to track conversions?

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