



## MODULE 5

## BECOMING THE EXPERT

Becoming the expert is really about tapping into why you opened your store, what you want to achieve and uncovering what really lights you up. That “thing” you would do every day, even if no one paid you for it.

Contrary to what you think, experts don't have to go to university and have degrees. They just have to be passionate about what their topics and know more than the people they are speaking to.

**Here are some questions to help you focus on becoming an expert in your niche:**

- Why did you open your store?

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- What tasks/part of the business do you enjoy the most?

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- What would you do, every day, even if no one paid you for it?

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- What makes you smile?

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- What are you good at?

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- What do your friends all say your good at or ask for your help with?

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- What are some hurdles or obstacles you've overcome (in life and business)?

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- What gets you really fired up?

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## MODULE 5

# MEDIA PLACEMENTS THAT WILL HELP YOU TO BUILD YOUR EXPERTISE

**NEXT LEVEL STRATEGY:** contact 2 media outlets and send through your comment/opinions/guest blog post or pitch to appear on their show.

**Spend some time researching media avenues for each of the placements below:**

Podcasts

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Guest Blog Posts

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Journalist call out sites (like HARO and Sourcebottle)

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Radio segments

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Local newspapers

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TV

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Speaking at events

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## MODULE 5 | NEXT LEVEL TECH

Below you'll find next-level marketing strategies that you can use to significantly increase your conversions, sales and profits. Some are free, some are paid, but implementing even just a few of these hacks can literally transform your business. As I've managed to get you free trials for many of these products, access them by clicking through to each of the resource, inside of the Action Plan.

Imagine being able to double your revenue, on autopilot. Believe it or not, it is actually attainable, so you'll it's time to don your virtual shinobi shozoku, or ninja outfit, and jump on in.



### WHAT IT IS: ON-PAGE CROSS SELL OR UPSELL.

**WHAT IT DOES:** Allows you to easily add upsells in your ecommerce site.

**WHY YOU NEED IT:** By now you've worked out that selling to customers that are already buying is the simplest, cheapest and most effective way to increase your sales. You should be doing upselling every customer on every sale.

**WHAT I RECOMMEND:** You can usually add cross sells and upsells into your existing products, either as a variant or option.



### WHAT IT IS: POST PURCHASE PAGE CROSS SELL/UPSELL

**WHAT IT DOES:** Allows you to get your customer to take a specific action when they are at their peak endorphin rush – immediately after they purchase.

**WHY YOU NEED IT:** Using your post purchase page to gather marketing information, collect customer emails, or even make another sale is a no-brainer. For post purchase upsells, the key to making this work is having a friction-less environment, where a customer does not have to re-enter their card information. Because you're offering the upsell AFTER your customer has purchased, you don't have to worry about losing a sale

**WHAT I RECOMMEND:** You can edit the post purchase page on most ecommerce platforms for free, but you probably won't be able to include an upsell. Products such as

[Woocommerce for Woocommerce](#) | [Zipify for Shopify](#)



### WHAT IT IS: THE 404 ERROR PAGE

**WHAT IT DOES:** It's the page that your customers are sent to when they've clicked on a broken link or receive some kind of error on your website. Bearing in mind that most of your error 404 page hits will be generated from search engine visits means that all of these referred visitors are most likely visiting your web site for the first time. And now that you have them, you don't want to lose them!

**WHY YOU NEED IT:** 404 pages are inbuilt to your website – but what isn't inbuilt is utilising this page to grab a customer email, provide an offer or simply offer a product for sale. By implementing any of these, you'll be getting value from the least used, but highly valuable real estate on your website, for free.



### WHAT IT IS: FOMO UPDATES

**WHAT IT DOES:** Those pop ups that appear on your screen, saying "Jane in Sydney just bought a blue lamp"

**WHY YOU NEED IT:** Creates a sense of urgency and encourages people to purchase now.

**WHAT I RECOMMEND:** [Beeketing](#)

## MODULE 5 | NEXT LEVEL TECH



### WHAT IT IS: CHAT BOTS

**WHAT IT DOES:** Automated, artificial intelligence robots that carry on a conversation with your customer.

**WHY YOU NEED IT:** Consumers now spend more time inside of messaging software, than they do on social platforms. Customers want questions to their answers in real time. No one wants to wait anymore! Not only can you program a chat bot to answer those pesky questions that you seem to be forever answering, you can also use them to build your customer database, and even, to sell your products. And if you think your customer only want human interaction, you'll be surprised to hear that around 70% of consumers prefer chatbots for quick answers.

**WHAT I RECOMMEND:** Bitbot.ai for advanced marketers and Manychat if you want dabble.



### WHAT IT IS: EXIT INTENT POPUP

**WHAT IT DOES:** Grabs a customer's attention when they move their mouse to close the tab or press the back button.

**WHY YOU NEED IT:** Exit intent pop ups are polite pop ups, they've left you alone for the whole time a customer has browsed and only appear when a customer leaves. Considering 98% of your traffic will leave without taking any action, you want to be able to incentivise them to either hand over their email address or even better, purchase.

**WHAT I RECOMMEND:** Check with your current email service provider to see if you can change your settings to allow for exit intent. If not, there are hundreds of free and paid options to choose from, simply search for an exit intent pop up for your ecommerce platform.

**Try [Pop up Ally](#) for Wordpress and [Privvy](#) for Shopify/Bigcommerce/Magento**



### WHAT IT IS: AUTOMATED REVIEW SOFTWARE

**WHAT IT DOES:** Send an email to your customer to review their products a specific number of days after ordering.

**WHY YOU NEED IT:** Social proof is proven to increase conversions. And user generated content, that is, reviews that are provided by your customers, as opposed to sponsored or influencer marketing, can be the difference between a purchase and an empty sales cart. As a bonus, user generated reviews can seriously bump up your SEO, as reviewers use their own keywords that others are probably searching for.

**WHAT I RECOMMEND:** [Yotpo](#)



### WHAT IT IS: PRODUCT LANDING PAGES

**WHAT IT DOES:** Allows you to completely customise the page that your sending your ad traffic to.

**WHY YOU NEED IT:** Because your ecommerce platform uses a template to keep everything looking nice and neat and cohesive. Unfortunately, it's not necessary what your potential customer wants to see when they click through from an ad. Being able to not only customse a landing page, but also to have proven, high converting templates with the push of a button, can seriously increase your conversion rate and therefore your sales.

**WHAT I RECOMMEND:** I love [Zipify](#) pages which works with Shopify. You may be able to hack together a page inside of your current platform, but product landing pages from [Zipify](#) is one of the key reasons that I love Shopify.

## MODULE 5 | NEXT LEVEL TECH



### WHAT IT IS: AUTOMATED PRODUCT FUNNELS

**WHAT IT DOES:** Automatically sends out a series of emails that can guide the customer on how to get the most out of the product they purchased.

**WHY YOU NEED IT:** Remember the last time you bought an electrical appliance and the person who sold it to you had no actual idea on how it worked? Surprise and delight your customers by showing them hints, tips and tricks on how they can get more out of their purchase.

**WHAT I RECOMMEND:** Usually integrated as part of your email service provider. Go through some of the most received email questions and create FAQ's, tutorials and tips to answer your most common questions.



### WHAT IT IS: HELLO BAR

**WHAT IT DOES:** Less obtrusive header or footer bars that you can use to collect emails, promote offers or drive customers to specific pages. The main aim of a hello bar is to improve your website's conversion rates.

**WHY YOU NEED IT:** I love using hello bars for promotions, limited offers and new products. If you're already using other methods to capture email addresses, hello bars can drive more engagement from your customers.

**WHAT I RECOMMEND:** [Hello Bar](#) easily integrates with Wordpress and Shopify but as long as you have access to the HTML portion of a website, Hello Bar should work for any platform.



### WHAT IT IS: PERSONALISED CUSTOMER VIDEO MESSAGES

**WHAT IT DOES:** Allows you to send personalised video messages to customers

**WHY YOU NEED IT:** Allows you to connect personally with your customers and creates a point of difference for your brand. You could tell them the story behind a product they purchased, take a video of you packing their order or just say welcome.

Automate systems, not relationships

**WHAT I RECOMMEND:** [Bonjoro](#)



### WHAT IT IS: OLD SCHOOL FOLLOW UP - PICK UP THE PHONE AND SPEAK TO SOMEONE

**WHAT IT DOES:** increases your customer experience

**WHY YOU NEED IT:** allows you to connect with your customers

**WHAT I RECOMMEND:** Try it every day