



**3 SYSTEMS
THAT MAKE YOUR
BUSINESS A LITTLE *Sweeter***

SYSTEMSHOPPE.COM

NOTICE: You Do NOT Have the Right to Reprint or Resell this Ebook!

Also You MAY NOT Give Away, Sell or Share the Content Herein!

If you obtained this ebook from anywhere other than The System Shoppe, you have a pirated copy.

Please help stop Internet crime by reporting this to: nesha@myptadmin.com

Please note that some of the links contained herein are affiliate links and I may be compensated should you purchase these products or programs.

© 2018 Copyright Nesha Zackery

ALL RIGHTS RESERVED: No part of this publication or any in the series shall be reproduced or transmitted in whole or in part in any form or by any electronic, mechanical, photocopying, or recording means, or otherwise, including information storage and retrieval systems, without written, dated and signed permission of the author. Illegal sharing of this material may result in a fine up to \$150,000 as stated in Title 17, Chapter Five of US Code Collection 504.

DISCLAIMER AND/OR LEGAL NOTICES: The information presented herein represents the view of the author as of the date of publication. Because of the rate with which conditions change, the author reserves the right to alter and update her opinion based on the new conditions. The report is for informational purposes only. While every attempt has been made to verify the information provided in this report, neither the author nor her affiliates/partners assume any responsibility for errors, inaccuracies, or omissions. Any slights of people or organizations are unintentional. If advice concerning legal or related matters is needed, the services of a fully qualified professional should be sought. This report is not intended for use as a source of legal or accounting advice. You should be aware of any laws which govern business transactions or other business practices in your country and state. Any reference to any person or business whether living or dead is purely coincidental.

Affiliate Disclosure: Bear in mind that some of the links in this post are affiliate links and if you go through them to make a purchase I will earn a commission. Keep in mind that I link these companies and their products because of their quality and not because of the commission I receive from your purchases. The decision is yours, and whether or not you decide to buy something is completely up to you.



Hi, there! I'm Nesha Zackery, a civil engineer turned productivity strategist. Thank you for downloading *3 Systems To Make Your Business a Little Sweeter!*

Ask any successful online entrepreneur and they'll tell you the same thing – you don't need fancy technology or a huge expensive team... but you DO need systems!

I know from more than two decades in the corporate world and building my own business having systems and processes is the key to success. Without them, things can go really crazy, really quickly!

The thing is, creating those systems in the midst of trying to run and grow your business (and still have a life!) can seem so overwhelming and it feels like it's never going to happen.

I believe supported entrepreneurs are more focused, innovative, and profitable, which is why I created The System Shoppe. I like to think of it as a "repair shop for business systems"™. We create step-by-step guides to help you easily create systems to make your business run more efficiently **and more profitably**.

Check out [our website](#) and follow us on [Facebook](#), for tips on creating systems in your business.

Here's to your business success!

Nesha

To hear some people talk, achieving that mythical “6-figure business” level is an exercise in frustration and futility. Those are the folks who are working 80-hour weeks, struggling to with less-than-ideal clients, and quickly losing their motivation.

You’ll often hear them say things like:

“If only I could find the right clients...”

“If only I could retain my clients for more than a month or two...”

“If only I could create products that don’t require me to trade hours for dollars...”

And the truth is, those “if onlys” would make all the difference in their business. If only they knew how to achieve them.

The fact is, though, they can find the right clients, keep them happily paying for months or years, and even dramatically reduce the number of hours they work—without lowering their profits.

It’s a simple, proven system that works to fill your funnel and keep the clients and money coming in, predictably and consistently.

Discover. Before your first client can pay you, she has to know who you are and what you do.

Discovery can happen in a dozen different ways, so it’s just a matter of choosing the best method for you and your ideal client.

Build a Relationship. Once she’s found you, your future client is unlikely to hire you on first sight. That would be a bit like getting married on the first date. It’s possible, but it rarely goes well or lasts long. To have a successful marriage, you first have to build a relationship. The same is true in business.

Make the Sale. The final piece of the 6-figure puzzle is to make the sale. This can happen in a variety of ways, and an ideal sales funnel contains them all, working together seamlessly to present the right offer at the right time, and seal the deal.

Sound too easy? While it’s proven to work, and easy to set up, it can be confusing to make all the pieces fit together seamlessly. Let’s take a look at them one at a time.

System 1: Discovery Systems

Ask most coaches where their clients come from, and they'll almost always tell you "word of mouth." That's great, because it skips right over discovery and relationship building and makes a beeline for the sale. Here's the problem though: It's inconsistent and unpredictable.

You need to supplement word-of-mouth advertising with discovery methods that will fill your funnel—and keep it that way



Your Blog

Is blogging still relevant today? That's a question that many online business owners ask, and some will tell you that—like email marketing—blogging is dead.

Don't believe them.

Blogging is critical for building your audience. It's the very foundation of your discovery system, and forms the centerpiece for everything else you do online. Blogging consistently gives you:

Powerful credibility. Everyone who reads your blog will immediately know you are the expert in your field. Think of it as your resume online.

Great searchability. Using proven SEO strategies means your blog will rank well in Google and other search engines, putting you in front of your ideal audience.

Your own web property. Social media and other discovery methods are important (we'll talk about them in a minute) but they're not yours. You don't own Facebook or YouTube or Pinterest, and you can lose your access to them at any time. Build your business on a web property you own, not one controlled by someone else.

Here's the key to successful blogging though: **consistency**. You absolutely must commit to blogging regularly.

You don't have to blog every day (although you certainly can) but you do have to set a schedule that works for you **and stick to it**. To do any less is going to frustrate your readers and waste your time.



Brainstorm topics that will help grow your audience. These are the subjects your market is most interested in, and which will establish your expertise. Commit to a blogging schedule you can maintain for at least 6 months to accurately gauge the response.

Social Media Accounts

Judging by the number of social media platforms out there, it's pretty clear that being social accounts for a huge amount of all time spent online. While it's generally not a good idea to base your entire business on any social media platform, it is a necessary part of your overall success.

Not all social media platforms are created equal though, and not all of them will be suitable for your business type or audience. Your market might love Pinterest but completely avoid Twitter. They might hang out on LinkedIn but hate Facebook. They might love Facebook for groups but not participate on a personal profile.

Your job is to find out where your market spends most of its time and establish your presence there as well. Start conversations, share your blog posts, encourage engagement, and simply be seen. This is all about discovery, so make sure your ideal client can find you on her favorite social sites.

While you're checking out social media platforms, don't neglect YouTube. As the second largest search engine, this is a must-have tool in every coach's toolbox. Getting on camera is ideal, but if you're shy, there are plenty of other ways to make video work for you, such as...

- Screenshare
- Slide presentations
- Photo montages
- Animations

Like all other discovery methods, though, video relies heavily on consistency. Don't think you can create one or two videos and suddenly have a gaggle of YouTube followers. Instead, aim for creating at least one video per week. It doesn't have to be long—in fact it's probably better if it's not—but it does have to provide great information.

Check out [Sunny Lenarduzzi's YouTube Channel](#) for some fabulous YouTube marketing tips and my [Tools and Resources](#) page for other resources.

Also, and this is important, the goal of being seen on social media is to first, engage with your tribe and converse with them where they are and, second, to drive them back to your blog or 'free report' so they can sign up for your list. I see many people not follow through on this part and instead of a cohesive funnel, they have a lot of different silos. So be sure to drive them to your main site.



Identify the top social media platform in your niche, and set up or update your account, keeping in mind the subjects you brainstormed in the section about blogging.

Free Webinars

For list building and sales, you really can't beat the power of a webinar. They give you the opportunity to:

- Introduce yourself to a previously unknown audience
- Prove your expertise by sharing valuable information
- Grow your mailing list by partnering with a colleague in a complementary niche
- Make sales through time-limited offers

Not only that, but once you've created two or three presentations, you'll always be prepared to speak, whether at a conference, a telesummit, a podcast, or anywhere else your audience is.



Create your "go-to" or "signature" presentation and schedule a free webinar for your audience. Be sure you have your goal clearly in mind as you're creating your event.

Public Speaking

Like webinars, public speaking is an ideal way to get in front of your ideal client and speed up the "know, like, trust" time. Wherever you're speaking, the audience members will feel an instant connection, and if your topic resonates with them, you're well on your way to turning those listeners into buyers.

Public speaking doesn't have to mean you get up in front of an audience of thousands, though. (And you probably shouldn't, at least not at first.) Start small, with local business networking events, Chamber of Commerce meetings, and other intimate gatherings. Niche conferences are another great opportunity to be seen.

If you're not comfortable on stage, get some practice and grow your confidence by joining a local Toastmasters group or taking a Dale Carnegie course. You might also consider working with a

speaking coach.



Research (or have your VA research) several public speaking opportunities. A good resource I like to use is [The Weekly Rocket](#). Lauren send out weekly updates for opportunities to be seen on a bigger stage.

Look for:

- Local events
- Niche Conferences
- Meetup groups
- Telesummits

Publish a Book

When it comes to getting discovered, there really is no better method than to write a book. It doesn't have to be as difficult or time-consuming as you think, either. In fact, if you've been blogging for a while, you likely already have all the content you need, it just has to be organized and formatted, then uploaded to your favorite self-publishing platform.

Done right, your book launch can introduce you to a whole new audience who are eager to learn more from you and order your products and services. But also keep in mind that you aren't going to get rich from book sales! It's a great way to gain credibility, but a vast majority of the time, coaches use them as high-powered business cards. So keep expectations in check.



Brainstorm and outline a book, then set aside at least 30 minutes each day to write. With just that small amount of time, you can easily finish your first book in only two months! When you're ready to publish, check out our [Amazon Author Page System Guide](#).

System 2: Relationship Systems

Once you have their attention (the “know” part of the oft-repeated “know, like and trust”) you have to foster a relationship. It’s not enough for a potential client to stumble across your blog or social media accounts, or even for her to buy your new book. You also have to maintain contact and become the “go-to” expert if you want to turn those chance meetings into sales.

Email Marketing

Like blogging, many “gurus” will tell you that email is dead. In reality, email marketing is very much alive, and is still the single best way to stay in touch with your potential clients.

But the key here is to stay in touch. You can’t simply ask for their email address in exchange for a free gift, and then **only reach out when you have something to sell**. Doing that is a surefire way to **destroy any trust they have in you**.

Instead, commit to a regular email series that provides useful, actionable advice, and little to no selling. This will train your readers to expect great content from you, and help improve your open rates. The occasional sales pitch will be received much better when it’s a part of an otherwise information-based series.

Many online businesses are even bringing back the weekly newsletter. This is a colorful, information packed email that typically contains several articles and resources, along with a “related products” section that offers a soft sell. Again, the key to this strategy is consistency, so if you do decide to launch a newsletter, be sure to commit to it for at least several months in order to better gauge its effectiveness.



Commit to a regular (weekly) email series your readers can look forward to. Set this up as an autoresponder series and but don't just set it and forget it. Make sure your content stays relevant to your readers.

In-Person Networking

As old-fashioned as it might sound, in-person networking can really cement a relationship that begins online. Attending conferences is a fantastic way to meet your ideal client just when she's ready to make a commitment in her business or life.

Business networking events can be productive as well, especially if you live in a large metropolitan area. Check Meetup groups, BNI chapters, and other organizations for events where your ideal client is likely to attend or colleagues who are likely to provide complementary services that you can leverage.

But my favorite networking takes place at large events where my ideal client hangs out. Think events like DC Blogger Week, Todd Herman's 90-day Year event, or Rachel Luna's Confidence Activated... these are prime places to meet potential clients or grow your team. Infusioncon (ICON) or Ontrapalooza are chock full of other business owners who also use marketing automation. So think about your goals and choose attends that would support that goal.



Plan to attend at least 3 conferences or networking events this year. Before attending, decide on your most important goals for the event, including who you want to meet, and what you want the outcome of those meetings to be.

Free Consultation

No networking opportunities in your area? No problem. You can network in person by providing free consultations. In fact, this tried-and-true method is a favorite among coaches looking to grow their business.

Not only are free consultations perfect for showing your potential clients how you can help them achieve their goals, but they're also ideal for weeding out the tire kickers. By creating an application of sorts, you can easily separate the action-takers from those who simply want to "pick your brain" or who are not committed to making the changes necessary to reach their goals.

You can also use your free consultations to determine if you really want to work with someone. Since not everyone is your ideal client, a short phone call is ideal for getting to know someone better and deciding if you want to continue the relationship.



Set up a system to offer short, one-on-one consultations. This can be through a scheduling app such as [Acuity Scheduling](#) or with "open office hours" on a regular Google Hangout.

System 3: Sales Systems

Now that you've got your discovery and relationship systems in place, the only thing between you and your six-figure year are more well-thought-out sales systems to handle sales, follow-ups and even customer support automatically, leaving you free to continue to grow the discovery and relationship components.

At its most basic, your sales system must contain:

Your funnel. This begins with discovery (the top of the funnel) and continues through low-cost products and services, right down to your high-end VIP coaching program.

Payment system. Whether a shopping cart or a simple PayPal button, you have to have a way for people to pay you, and for them to receive their product.

Customer support. Not just a help desk, customer support includes everything from your FAQ page to follow-up messages and encouragement. The last thing you want is for your clients to feel they've been abandoned as soon as they make a purchase.

Your Sales Funnel

Entire books have been written about sales funnels, but here's the basic idea:

Your sales funnel begins with your free offers—your blog, social media updates, YouTube videos, etc. These are the things that anyone online can access at zero cost.

Following that, are your free items that require an opt-in. The cost of access isn't money, but rather an email address. These include checklists, worksheets, video training, small reports, resource guides, etc.

Below that in your funnel are low-cost items. Depending on your market, low cost might be \$7 or it might be \$70. Only you can determine what your "entry-level" rate is.



Next are your mid-range products, followed by those top-end, elite coaching offers.

Ideally, your sales funnel will work in conjunction with your social media, your blog, and your email autoresponders to move people from the top through to the bottom over a period of time.

If you find that people opt-in for your free offer, buy your low-cost items, but don't purchase your higher-end products consistently, you have what's called a leaky funnel. It simply means that buyers are "escaping" your funnel at some point. Identify where your trouble spots are, and you'll be closer to your earning potential.



Draw out your sales funnel, with your free offer at the top (this is your opt-in), followed by your low- and mid-priced products, and finally your highest-cost program at the bottom. Do your email messages, follow-up marketing, and other information work together to move buyers through the process?

Special Offers

When a visitor lands in your cart, your relationship with her has reached a new level. If she buys, you're in the perfect position to offer more in terms of an upsell, cross-sell, or one-time-offer.

You'll see this in action whenever you buy from places like Amazon or Wal-Mart. Before you click the "buy" button, you'll often see a row of items with the heading, "Customer who bought this item also bought..."

This encourages buyers to explore other, related items, and ultimately increases the average sale amount.

You can do the same thing in many of the most common shopping carts available today, but even if your cart doesn't have that option, you can easily add a few related items to each checkout or thank you page.

But what if a customer lands in your cart and doesn't buy? Perhaps she decided the cost was too high, or that she's not quite ready for this product. That's the perfect opportunity to offer a downsell—a lower-priced item in the same category. Your downsell might be a "lite" version of the item she almost bought, or a self-study course rather than live training, or even an ebook instead of an on-site workshop.

The point with a downsell is to turn a "no" into a sale, even if the sale is of your lowest priced product. It's much easier to sell to a customer than to sell to a visitor, so if your downsell converts, it's a powerful tool.



Consider all of your products, and where it makes sense, add a downsell. Then track your cart abandonment rates and see if they improve.

Shopping Carts and Product Delivery

The cart you choose and the method of product delivery can mean the difference between making a sale and not. While a PayPal button is really all it takes to collect payment online, it might not be enough to instill confidence in your audience.

If your ideal client is older or is used to doing business offline, she might be more comfortable with just PayPal as an option. But you might consider upgrading to a cart that offers credit card payments as well.

Your cart should also be as professional as possible. I know that in the beginning, using free programs like PayPal.me seems like a good option, but does it really present the image you want to portray? There are low-cost options such as WpeStore and e-Junkie, mid-level programs like 1Shopping Cart, and finally the high-end all-in-one like Infusionsoft. You can often find good deals on software at AppSumo.com as well. But whatever you choose, make sure your choice lets your clients know you're committed to your business—and to them.

Product delivery is best when handled automatically, not only for you, but for your clients as well. Imagine if you make a purchase at 8pm on a Friday evening and have to wait until Monday morning for delivery because the seller is offline for the weekend. You won't be thrilled with the experience, and neither will your buyers, so be sure whichever cart you choose has the capability to deliver products automatically and within minutes of purchase.

Your cart should also handle refunds, coupons, bundles and other ecommerce components with ease.

Sophisticated buyers have come to expect this of the merchants they buy from, and if you don't offer such things, you'll very likely be passed over in favor of someone who does.



Take a look at your shopping cart setup. Does it need updating? Is it still serving you and your clients well? How could you make it better?

Customer Support

From the moment of purchase onward (and really, even before!) your clients and customers deserve the best support you can offer them. It begins with product delivery, which we've already covered, continues with follow-up and encouragement, private and group calls, your help desk, product updates and more.

Begin by incorporating a series of emails that encourage clients to both use the products they've purchased, but also participate in any groups or other live training available to them.

One coaching program does this by requiring mastermind members to complete a questionnaire by Friday afternoon each week.

One of the questions is, "What was your biggest accomplishment this week?" The

following Monday, the entire group receives an email listing the upcoming events, and detailing everyone's greatest moments from the previous week. This keeps members engaged, and makes it far less likely they'll drop out part way through the year.

You can offer encouragement to your buyers whether your program runs live or is a self-study plan. Simply set up your emails in an autoresponder to go out on a regular schedule, and your clients and customers will be much more likely to not only complete your program, but to purchase others from you as well.

Your help desk is an important part of your customer support system as well. By providing fast, courteous help, you'll build a loyal fan base that will happily sing your praises and refer new clients to you as well.



Whether you maintain your help desk via email or with a dedicated app such as Zendesk, **take the time to set up a FAQ page**. This will help your buyers find the answers they need without you having to spend time responding to easily answered queries. For those questions that do require an answer from your team, canned responses can easily take care of 80% or more of the tickets you receive. Not only that, but you can (and should) craft your responses to gently nudge your readers more deeply into your funnel.



Create a FAQ page, set up a help desk, and ensure that your buyers aren't being left in the dark after their purchase. Check your follow-up sequences and see if they can be improved. Considering using Facebook Messenger as a helpdesk.

Solid Systems Can Transform Your Business

If you're not earning the money you desire, chances are one or more of these systems are lacking. Perhaps you have lots of traffic to your blog and social media, but few sales. That would be an indication that your relationship building system needs some work. If engagement is rocking, but you're not making sales, it's time to take a look at your sales system.

If your sales system is good, but you want to increase your profits (who doesn't?) then a good hard look at [your funnel](#) is probably in order. Also, check your [follow-up system](#) if your customers buy once but never again.

And of course, if there's no traffic at all, and you can trace each and every client back to a referral, your discovery system likely needs an overhaul.

I do want to stress, though, that these three systems work best when they're tightly integrated with each other. A discovery system alone can bring in clients, but it won't be efficient or consistent. A relationship system will help grow your list and build your audience, but it will be slow going if you don't have a great sales system in place.

Take a look at your [overall business](#) and identify those areas where each system could use some sprucing up. Whether your social media accounts are outdated, your blog looks like a ghost town, or your sales funnel is as leaky as a piece of cheesecloth, take the steps needed to tighten those systems up and you'll be well on your way to the business of your dream!

Systems Checklist

I have a blog and I post to it consistently

- Using topics my audience wants and needs to hear
- Using good keywords for SEO so people can find me
- Providing great information that establishes my credibility

I maintain no more than four social media accounts

- I consistently post updates
- I consistently respond to my readers and encourage conversation
- I make use of YouTube on a consistent basis
- I stay up-to-date on new social networks my target audience uses

I have created and hosted my “go-to” or “signature” webinar presentation

I am actively seeking out public speaking opportunities in:

- My local area
- Niche conferences my audience is likely to attend
- Meetup and business networking groups
- Online conferences and telesummits

I have brainstormed a book idea my audience will love

- I have outlined my book
- I have committed to writing for at least 30 minutes every day until the book is finished

My email marketing system is solid, with:

- Timely autoresponders designed to inform and engage readers
- Occasional sales emails
- A regular newsletter

I actively seek out opportunities for in-person networking, such as

- Local business get-togethers
- Niche conferences

- Area Meetup groups
- Chamber of Commerce meetings
- Volunteer opportunities

I offer free consultations to:

- Get to know potential clients
- Eliminate the “tire kickers”

My sales funnel is strong with clearly defined:

- Free product offers (my blog, social media, etc)
- Opt-in offers
- Low-cost products
- Mid-range products
- High-cost products and services

I have a series of well-planned special offers for every occasion:

- One-time-offers for buyers
- Cross promotions in my cart and on my download pages
- Upsell offers in my cart
- Downsell offers for those who do not buy

My shopping cart makes me look professional in every way, including:

- Seamless handling of product delivery
- Multiple ways to pay
- Easy refunds and credits
- Coupons, bundles and other special offers

My customer support is top-notch, with:

- Well-developed FAQ pages
- Thoughtful follow-up messages for buyers
- A help-desk to resolve issues quickly.