



# 67 POINT DOUBLE YOUR SALES CHECKLIST

Want more help? Ask me a question on FB Messenger:  
<http://m.me/innvio>  
[www.innvio.com](http://www.innvio.com)

## Get More Customers

- Report/Guide/Whitepaper
- Book/Ebook
- Samples/Trials
- Quizzes/Surveys
- Free Consult/Assessment
- Flash Sales
- Podcast
- Blog
- Offline Catalog
- Online Catalog (ecommerce site)
- Valpack/Moneymailer
- Physical Gift/Premium
- Loss Leader Offers
- Webinars/Teleseminars
- Live Events
- Meetup Groups
- Traditional PR
- Tradeshows
- Channel Selling, i.e., Amazon, eBay, etc.
- Facebook Advertising (Paid)
- Facebook Marketing (Organic) i.e. Pages/Groups/Events
- Messenger Bots
- Twitter Organic
- Twitter Paid
- LinkedIn Organic (Posts/Groups)
- LinkedIn Paid
- YouTube Organic
- YouTube Paid
- Instagram
- Pinterest
- Search Engine Optimization (Google/Yahoo/Bing)
- Affiliate/Joint Ventures/Referrals
- Google AdWords (Search Network)
- Google AdWords (Display Network)
- Bing PPC
- Yahoo PPC
- Groupon/Living Social
- Content Syndication
- Display Advertising Offline (Trade Publications, Magazines, Etc.)
- Display Advertising Online
- Direct Mail (for acquisition)
- Email Advertising (Solos, Newsletter Sponsorships, Etc.)
- Review Sites (Yelp, Angie's List, Etc.)

## Get Them To Spend More

- Immediate Upsells
- Cross Sells
- Bundles/Kits/ Value Buckets
- Subscription/Continuity
- Membership/Association
- Consulting/Training
- Customer Appreciation Events
- Done For You Service
- Expedited Shipping Offers
- Warrantees/Insurance
- Downsells

## Increase Buying Frequency

- Regular Email Newsletter (Daily/Weekly/Monthly)
- Automated Sequential Email Follow Up
- Exit Offers
- Bounce Back Offers/Product Includes
- Retargeting
- SMS
- Loyalty Program
- Cart Abandonment Follow Up
- Direct Mail Marketing To Existing Customer Base
- Outbound Phone Follow-Up
- Coupon/Gift Cards
- Newsletter/Magazine (Physical)
- Customer Appreciation Sales/Offer

OPPORTUNITY SCORE: \_\_\_\_\_  
(67 - TOTAL CHECKED = O.S.)

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# IF YOU WANT MORE HELP ON HOW TO DOUBLE YOUR SALES

[SCHEDULE YOUR 30 MINUTE STRATEGY SESSION](#)

