

# **Christina Scalera - The Simple Sustained Shop Sales System**

Christina Scalera's course "Simple and Sustainable Sales System for Shops" aims to help businesses start and expand online stores.

## **01 PRODUCTS THAT SELL THEMSELVES**

How do you get your digital offers loved — and snatched up — by thousands of raving fans? What's the secret sauce for building an insanely irresistible sales page or mini-shop? How's a gal like you stand out in an industry filled with people trying to do the exact same thing? In this module, you'll get the step-by-step strategies for creating digital products that are more addictive than chocolate-covered strawberries.

## **02 \$100K BLACK FRIDAY ROADMAP**

Everyone and their mother is running a Black Friday sale...so how do YOU get noticed? Find out in Module 2. We'll cover strategies your competition is definitely not doing, like juicy doorbusters your buyers will drool over, the #1 way to increase conversions in advance, and the Black Friday timing formula that'll help you stand out even against the giant retailers. Plus, you'll learn how to price your products for Black Friday and the biggest mistakes that lead to the biggest Black Friday busts (and how to avoid them, obv's!)

## **03 THE CONTENT ENGINE**

Over the past 4 years, we've perfected an ongoing content system that brings in 300+ new visitors into our shop every. single. day. That's a lotta prospective buyers! In this module, you'll learn how you can avoid the #1 pitfall that most digital product creators fall into: not enough traffic. We'll cover things like creating bingeable YouTube videos, shareable blog posts, likeable Instagram and Facebook posts, and key organic search traffic strategies (read: totally free-for-you techniques) that take you from unappealing to desirable AF.

## **04 6-FIGURE PROMO CALENDAR**

There's one surefire way to bring in a major cash injection with your digital products: a semi-annual sale. In this module, I'm giving you to the keys to the semi-annual sale kingdom, including a review of our secret 40% Scalera Sales Structure, why these convert as well as they do, how to price your digital products to sell like crazy, and when to put these puppies on the calendar. You'll even get a bonus wind-up template to entice your audience before you open up the doors to your digital product

wonderland. P.S. Just one semi-annual sale done right will MORE THAN cover the cost of Simple Sustainable Shop Sales™.

## 05 COLLABORATE TO CRUSH IT

Learn how you can go from virtually “no one” online to a guest expert other people’s audiences are hungry for. In this module, you’ll get a 360 degree overhead view of the outreach methods that rapidly scale an online store like yours. We’ll cover content like guest blogging, podcast interviews, JV webinars, and more secrets for getting in front of massive audiences online — even if nobody knows your name.

## 06 BUILD YOUR AFFILIATE ARMY

You know how your best friend comments “Yeah girl!!” on literally everything you post? Good affiliate partners are a lot like that! (They do make fewer drinks for you, though.) In this module, you’ll be handed the map for finding raving-fan-level affiliates who will happily share your digital products with their audiences all day, every day. Imagine how freeing it’s going to feel to know that there are brand ambassadors out there doing your marketing for you. OMG, is this how Lady Gaga feels?! #LookWholsFamousNow

## 07 EXPAND YOUR REACH

If you’re not leveraging speaking engagements to scale your offer sales, then you’re profit-blocking yourself, my friend. You’ll learn how to get in front of fresh faces, wow ‘em with your expertise, and turn them into paying customers — even if you’re a shy-hearted introvert whose face turns bright red at the mere sight of a microphone. (Seriously, I’m an INTJ, and public speaking used to give me the sweats. You can do this, I swear.)

## 08 SUPERCHARGE YOUR SALES

Ever asked yourself, “Are Facebook ads worth it?” Most of the time, the answer is no — unless you’re running the very specific type of ads I’m teaching you about in Module Eight. You’ll also get to steal the best strategies for accelerating your income, closing digital product sales you thought were lost, and staying in front of your hottest leads.