

The background of the entire image is a soft, out-of-focus photograph of white daisy flowers against a light blue sky. The flowers are scattered across the frame, with some in the foreground and others further back, creating a sense of depth. The overall tone is calm and airy.

Soften *Into* Sales

DAY THREE

Getting Our Integral Numbers for the Strategy

Using the [Summer Sales Goal Calculator](#), we want to set our revenue goal and work within our offers to discover how that will break down.

We can play with these numbers to discover if it is currently possible within our offers to meet our revenue goal and two what offers might be a priority to sell. It might also let us know that we either need to increase our prices or consider another offer to meet that revenue goal.

Grounding Into What Supports Your Nervous System

Here, you can list anything that was really important over the last two days that must be held in your strategy. This could be things like –

- Glimmers.
- Strategies that feel supportive to your nervous system.
- Anything that came up in desire, safety or agency.

Make note of them below.

- Value intimate groups or 1:1 spaces.
- Feeling connected to nature.
- Need lots of spaciousness.
- Having sales goals and sales plans.

As you write your strategy, take a pause. What's important for you to remember here?

I can't screw this up.

Your Three Sales Strategies

Let's pick one or two (at the most!) strategies for each phase of the sales process. This is the thing that you're going to implement softly through the summer months. We want to pick one or two at the most to give focus and space for it to see impact.

Audience Growth:	Put three meditations on Insight Timer.
Nurture:	Post thoughtful carousels weekly (2-3).
Selling:	Post about my offers daily on stories.

Noticing what You Need to Implement

You are amazing! Use this below to make it clear what you will need to execute the strategies for each phase.

	Audience Growth	Nurture	Selling
What's the strategy?	Insight Timer.	Carousels	Daily posts
How could you make this feel so safe for you and your nervous system?	Really believe that my voice matters and not worry about it being perfect.	Scheduling a time where I do this.	Write 30 ways to talk about my offers.
What would support you in really seeing this through?	Creating an action plan.	I feel good about seeing it through.	Make it a spiritual practice.

A Bank of Gentle Strategies or Ideas

I want to offer you a bank of ideas or strategies to use for inspiration for yours. As you scan these, pay attention to what strikes you. These are just a start!

<u>AUDIENCE GROWTH</u>	<u>NURTURE</u>	<u>SELLING</u>
Work on SEO, so people can find your website.	Create a podcast, even a micro-podcast series.	Create a client referral program.
Pitch yourself to guest on others podcasts.	Host a free webinar with no pitch.	Host a free webinar that leads to selling a product.
Write a guest post for another blog or website.	Go to in-person networking events that feel good.	Create a pitch for larger businesses and send.
Create a product on a searchable website like Insight Timer or Skillshare.	Send postcards or something in the mail to people in your community.	Attach a paid product to something that's already working.
Collaborate with someone with a shared audience to bundle your offer.	Create an email signature that makes it so clear what you do.	Write a welcome sequence for your email list that has a paid pitch at the end.
Do an email list swap with someone.	Focus on creating and growing your email list.	Get really comfortable asking for money.
Create a hashtag campaign with your message.	Make a quiz where people can learn about themselves.	Partner with a brand to make something.
Put on a virtual conference positioning your work.	Create a social content plan that feels good.	Make a customized pitch to an existing client.
Create a physical product that speaks to your work and its power.	Host free virtual experiences that give people a taste of what you do.	Sell a template of some kind on a place like Creative Market or Etsy.
Pitch to speak in person if you love that kind of thing.	Create a free community element to what you do.	Refine your strategy for discovery calls.
Do paid advertising of some kind, even free advertising like flyers!	Do a non-social media content creation like blogging or Substack.	Notice if there are other automated ways of selling you could do.

Identifying Your Sales Activities

We want to be clear on what the sales activities will actually move the needle for you towards your sales goal based on your strategies.

AUDIENCE GROWTH STRATEGY: Insight Timer.

- Making concepts for the meditations
- Getting approved on there
- Recording meditations
- Editing meditations
- Submitting meditations

NURTURE STRATEGY: Carousels.

- Creating content bank
- Sitting down weekly to post
- Writing posts
- Designing posts
- Publishing posts
- Engaging with comments

SELLING STRATEGY: Posting daily.

- Write 30 ways to talk about my offers
- Show up to a daily practice of talking about it

Are there any sales activities that are related to your offers that you want to make note of?

- Answering dms
- Doing follow-ups with past leads

Bringing Ritual to Your Sales Activities

We can play with the things we have been exploring like safety, regulation, care, glimmers, desire and agency to bring ritual to our sales activities. Instead of 'bearing it', we can make them feel like points of goodness. So, if you were to imagine bringing ritual to your sales activities, what could that look like?

All the candles. Set times. Treating them as important.

Layering the Support or Care That You Need

What points of care feel important for you here? Use the following prompts to identify what that could look like.

How can I intentionally care for myself in executing this strategy?

Place structure with a reminder to check in with myself.

How can I intentionally honour my needs and capacity in executing this strategy?

Don't try and do too much at once. Stick to my priorities and sales generating tasks.

What remains true no matter the results of this strategy?

I am beloved.