

## Host Lisa Sasevich – “The Queen of Sales Conversion” Introduces Ali Brown

### About Ali:

Ali Brown is the voice for women's entrepreneurial success. As founder and CEO of Elevate/Ali International, she has created an Inc. 500-ranked, global enterprise devoted to empowering women entrepreneurs. Ali was named one of Forbes' Women to Watch and one of Ernst & Young's Winning Women Entrepreneurs. She was also featured on the ABC hit primetime show, Secret Millionaire, and is a current spokesperson for Chase's latest small business program. Ali provides business and success advice and resources to over 200,000 followers via [www.AliBrown.com](http://www.AliBrown.com) and her social media channels.

### ACTION SHEET / SUMMARY

Ali started back in the days when AOL first came out and used it to publish a newsletter once a week and it grew and grew.

Her first goal was to create a full-time income.

When she started taking care of herself and setting bigger goals, she started attracting women who wanted to know how she did it.

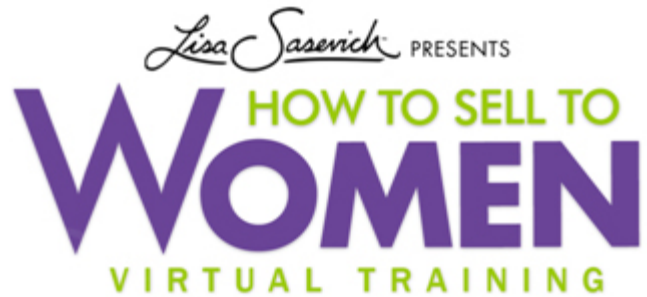
Jim Rohn said you become a millionaire not for the million dollars, but for the person you become in the process.

Ali loves working with women on overcoming those self-limiting beliefs.

### Attracting women clients:

Ali loves speaking and writing and having a message for her big mission. She loves getting out there and being visible.

She has “Ali outreach” to be out speaking, be at events, partnerships and higher-level networking. She has a new radio show that she's doing because she loves it.



She also loves direct marketing.

2<sup>nd</sup> part is real direct marketing that she learned from Dan Kennedy.

Who do you want to go after, where are they already and how can you get your message in front of them?

Find out the organizations and associations where your people are and figure out how you can get in front of them in their newsletter, speaking, or sponsorship at their tradeshows, then you can go to buying your way in (like buying their list if it's available).

## Inspiring women clients to say YES:

It's all about relationship and trust.

If your promise is so bold, it could actually scare her away.

Very important to meet women where they're at.

Try speaking to women with "Let me help you xyz...."

## No-no's when selling to women:

You're screwing up if you're acting like a man.

A lot of the stuff that could go wrong in courtship is the same stuff that can go wrong in marketing and sales.

Ali added extra team members to talk to women on the phone.

In many cases they need to be heard when they make a purchase.

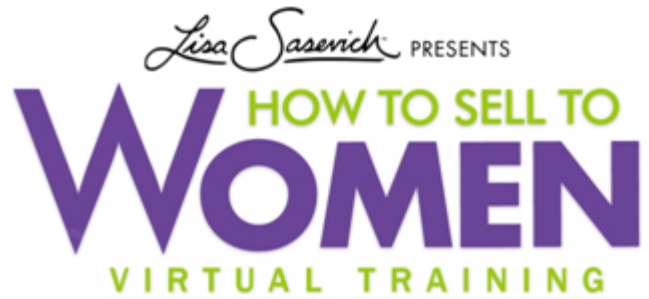
They want to tell someone about their business and know it's a good fit.

Now, you need to engage people more than in the past.

Don't yell at people when you speak, make them raise their hand.

Talk with them and not at them.

Share the lessons you've learned.



Be willing to be different.

## Action Steps:

1. See if you can separate your activities into “outreach” and “direct marketing” so you can have clarity and make sure to have both areas covered.
2. Check the marketing message you are promoting to women: Are you meeting them where they are or have you made a promise so bold that you could be scaring them away?
3. Grab Ali’s free gift at [www.selltowomen.com/ali](http://www.selltowomen.com/ali)