Hello, everybody, and welcome. Very excited to have you here today. This is Lisa Sasevich, and welcome to Boost Your Sales & Lifestyle. Today, I am excited to take a deep dive with you into what I call my 7-Figure Love Your Life blueprint. Now this thing has a bunch of names. I also call it my 7-Figure Sell Without Being Salesy blueprint because it also has that effect. At the end of the day, really what we're designing here, crafting here, is your sales conversion machine. How is it that you can be ready at anytime, anywhere, however you happen to encounter your prospective clients with the right stuff for them to be able to understand what you do, hear your irresistible offer, and have what they need to say yes to themselves, to their own transformation on the spot, all of this happening without you being pushy or salesy.

If you're just tuning in, if we're just meeting, this is the exact strategy that I have used over the last 6 years to take my home-based business … I was literally just giving my advice on-1, coaching and mentoring people, had hit a cap of about $80,000 a year, maxed out 1 year at $100,000, huge accomplishment as an entrepreneur. It was really from what I'm about to show you that I was able to make a leap in just 10 months to a multi-million-dollar business, $2.2 million in sales in the first year and we've gone on to grow and grow. In fact, 2 years in a row, we've made the Inc. 500 Fastest Growing Privately Held Company List in the United States. In fact, the first year, we were company number 169.

I was like a Cinderella story of business for me, especially because, you know, I really created this business out of necessity being the mother of invention, 2 toddlers in tow. I started, they were a newborn and a 3-year-old, my daughter and my son, and my then-husband was studying to be a heart surgeon. We were moving every 2 years. I was going from corporate job to corporate job. I finally said, "You know what? I have got to learn how to get my blessing of really showing people how to inspire others to say yes to themselves. I've got to get that out in the world and I cannot be hopping around like this. I want to do something that matters."

I know you're here because you're doing something that matters or you want to be doing something that matters. The thing we have in common is you know, like I know, that you have something to offer. Today is really about boosting your sales and lifestyle by creating your sales conversion machine. Again, I'm your host, Lisa Sasevich, known by many as the Queen of Sales Conversion and the founder of the Invisible Close Sales System.
On today's show, let's dive in to your sales conversion machine, your Love Your Life blueprint. This really sets the context for all of the great content that you'll hear this season both from myself and my amazing guests about selling to women. I'm going to show you the 3 main ways that you can get your irresistible offer out there no matter how you happen to encounter your prospective clients and, again, give them that chance to understand what you do and to say yes not to you, but to their own transformation. Let's dive in.

Speaker 2: Welcome to the Boost Your Sales & Lifestyle show with Lisa Sasevich, the Queen of Sales Conversion. Lisa teaches experts who are making a difference how to get their message out and enjoy massive results without being salesy. Lisa is here to lift you up, show you a new perspective, and open your world to what's possible for you, helping way more people, making way more money, and making the difference you were born to make.

Lisa: All right. We're here today looking at the big picture, the sales conversion machine, also known as the Love Your Life 7-Figure blueprint. I want you to picture a big circle and it says the word "irresistible offer" in it. That circle is the focus. It's like the bull's eye for your business. Everything that you do, you want to build it with the end in mind, the end being that irresistible offer. You might ask at first, "Lisa, before you go on, what is an irresistible offer? I like what you're saying. I'd love to build everything with the end in mind, have everything lead to my offer. Can you help me understand a little bit more about what that is?" Let's do that first.

Simply put, your offer is made up of 2 parts. There is the transformation or the outcome that you provide to your ideal clients and then there's how you provide it. We call that the service delivery, whether you do 1-on-1 in-office appointments, 1-on-1 coaching. Maybe you deliver your work through seminars, maybe of online or digital products, maybe live events, lots of different ways. Maybe you have a brick-and-mortar company. There are so many different ways that we deliver our products and services. The offer is made up of that, that's the service delivery, plus the transformation you provide. What happens when they get their hands on your work? Do they gain a relationship of their dreams? Are their finances transformed forever? Do they learn how to sell without being salesy? Plug in what you do. Is it about health and wellness and longevity?

When you combine that transformation that you provide along with how you provide it, we call that your offer. We want everything you do, every interaction that you have with a prospective client to point to that offer, to be what I call reverse-engineered toward that offer. Now when you're making that offer ... We'll talk about how to get there, how to find the people, but when you're making that offer, there's 2 things I want you to keep in mind. In fact, jot this down or if you're driving, it's pretty easy to remember, 90/10, the 90/10 rule. It's easy to remember
because we’ve heard it referred to for a lot of different things. In this case, I want you to think about the 90/10 rule for your offer, and it works like this.

When you're making your offer, whatever your circumstances, whether you're standing on a stage or you're sitting across from 1 human being, you want to focus 90% of your energy, your words … If it's online, it would be your copy. If it's written or in a book, it would be the written copy. If you're doing a video, again, if you're energetic, your words on the transformation, on the outcome that your prospective client would get from saying yes, from working with you, from accepting your offer. Only about 10% of your energy, your time, your words, your copy on how you're going to deliver it.

Of course, you have to tell them, right? You've got to explain the scope of work, you know, we're going to meet in my office every Thursday for 90 days, or you're going to fly out to San Diego for a 3-day training seminar. We're going to get the job done on the spot, we're going to sequester ourselves, or maybe you're going to come into my office 3 times a week for a month until we get this thing handled. You do have to explain the service delivery, but it only should take about 10% of the floor. What happens with most of us is that we are focusing … When we go to make our offer, we shift, we're talking about the transformation, all the good, the benefits that could come for their life, their business, their relationship, their finances, their wellbeing.

Then when we start talking about the offer, it's like we turn into the Ginsu knife salesperson. Remember those old commercials and displays? The guy is like, you know, "It's Earl Scheib, $69.95, no ups, no extra." We get all wrapped in how we're going to do it, "Mr. Jones, my e-book has 297 pages and then it's a 3-day seminar. We go 15 hours a day, we barely sleep. Then it will be followed up with 47 interviews of the top experts in my field that I am going to give to you on MP3." Listen, you can hear it. It's exhausting just to hear about all that, imagine to do all that, and in today's day and age, it turns people off. We're shooting ourselves in the foot.

The big message here, if I can boil it all down, your offer is the transformation you provide plus the service delivery. You want to focus 90% on the transformation, only about 10% on the service delivery. Remember it like this, they are buying the destination, not the plane. Next time you're selling the plane, I want you to catch yourself. I want you to hear my voice, "Remember, they're buying the destination, not the plane." You guys got it? We want to focus everything toward that destination, toward that offer, and we want to make that offer irresistible. Definitely keep listening. We'll talk about how to make offers irresistible with things like bonuses and limiters and how to do all that without being salesy. Okay? We'll save that for another day.
We want to make that offer irresistible. In fact, I know if you go to the show page, you can download our book called "Boost Your Sales," and it will talk a little bit more about making your offer irresistible, so definitely find your way there to boostyoursalesshow.com/5, and you can take a look around there. All right?

We've got everything pointed toward this offer, the offer, the transformation we provide, how we provide it. Really what I want to show you today is how do you create the machine that feeds that? How do we get people pointed toward our offer? I got to say, why do we do this? Because it's a disservice to be out there educating the world, doing all the things you do to get known, to have your work be known, and not make an offer. We open the door of possibility for people and then we don’t give them a way to step through it if we don’t give them a chance to say yes or no to their own transformation.

You're an agent of change like me. You're looking to make the world a better place, or at least the category that you touch a better place, and if you don’t make an offer, it's really like rowing them into the middle of the lake of possibility and leaving them there with no paddle. The hard part is, the part that can sting a little bit is if you’re out there educating the world, maybe it’s with your podcast or your Facebook ads or you're doing speaking and you're not making an offer, you're doing all the hard part, the expensive part, the time-consuming part, you're doing the heavy lifting for your competition. If they're listening to this show, Boost Your Sales & Lifestyle, and they're learning how to make irresistible offers, you’re doing all the work to open people’s mind and they're just stepping in and making their offer.

We see this all the time. I know you’ve seen it. You might be the 25-year veteran. The business should clearly be yours. You know more about insurance or legacy creation, estate planning, than the guy sitting next to you. You’ve been doing it 25 years, he’s been doing it 6 months. Why is he getting the business? Why is he getting those mortgage loans? Why is he selling more homes? Because if you're not making offers, he's letting you do the work, and he's cashing in. He's helping people for the distance. We are fixing that, right? That's why you're tuning in, that's why you're tuning in here, to fix that. It's not a hard fix. Just takes a little consciousness, a few tweaks, a little bit of strategy for huge results. It's a moral obligation to make an offer, really. It is a disservice not to.

I want you to picture that circle with the irresistible offer, and now I want you to picture 3 arrows pointing to it. At the end of each of those 3 arrows are what we call the 3 main discovery models that we have found cover 95% of the ways that you would bump into, that you would encounter your ideal client. In fact, if you build these 3 ways of selling into your business, if you take the time to learn these 3 strategies, you will be covered a vast majority, like 95% of the time, on exactly the path to take someone on that could be a potential client for you, an ideal client for you.
What are these 3 discovery models? The first one is high-ticket, 1-on-1 selling. This is basically making sure that you've installed in your business, that you know, you have a structure to have a conversation that is what we call an active discovery process to find out, is ... It's kind of like the doctor doing a diagnosis. He'd never prescribe until he or she diagnosed. You want to have a conversation like that that helps you diagnose what does this potential client need and are you the person to give it to them, to offer it to them? Then if you determine on that call that you are, to actually be able to make your irresistible offer right then and there. Now this could happen on a live sales call. It could happen in a corporate situation. It can happen on the line, on the phone. You want to have a structure to be able to take those referrals and take those 1-on-1 sales and turn them into paying clients.

On our campus, we call that structure ACTION Sales Secrets. It's offered in a program we have called Impact and Influence. I'll tell you, we've had people that have been selling their little marketing seminar for $97.00 for 10 years. They get their hands on Impact and Influence, they throw that DVD set, that 8-track tape in the trash, repackage the way that we show you in Impact and Influence, reprice, and suddenly they're charging $5,000, $7,500 for that same content, delivered in a different way, much higher impact, and delivering it in a leveraged way, in a group program instead of slaving it out 1-by-1.

It's completely transformational, and whether you learn from us or anyone else, the message here is that you want to have a 1-on-1 selling system, know how to package, price, and sell high-ticket and have that lead ... again, the arrow pointing to the irresistible offer. Everything leads to the irresistible offer. That's the first of the 3 discovery models in your sales conversion machine.

We can help you with all of these. This is our business. Again, whether you piecemeal it or come work through us, it's okay. We're here for you. I want you to see the machine, because this is how my home-based business helps people in 134 countries, and I still drive my kids to school most mornings. If you're looking for that kind of freedom or you're tired of being on the road, keep listening.

We've got your high-ticket 1-on-1 selling piece of the machine. Okay? In our campus, we call that course Impact and Influence. The second piece of the machine that you need is [inaudible 00:15:12] speaking. You've got to be able to have a presentation, to open your mouth and speak. I'm not talking about shiny, professional, keynote speaking where you get paid to speak. I'm talking about having a presentation ready to go so you can open your mouth and speak in any situation, whether you're on a live stage or you're maybe speaking virtually like on a teleseminar, or maybe you want to get into webinars to offer your services, build your practice, or you're in a boardroom and you've got 3 or 4 or 5 other people there and it's time for you to make that presentation that leads where? You guys are getting this by now, I'm sure. To your irresistible offer.
You're going to create your sales conversion machine. We call that speaking on our campus … Again, I'll give you our name for everything. We call that your speak-to-sell talk. We teach you how to do it in our Speak To Sell Virtual Bootcamp. We also hold a Speak-to-Sell Live Bootcamp every year. For me, this is the most important, the place to start for many of you, because once you have that presentation, you can make your irresistible offer anywhere, whether you're standing up in a networking group and you just use a little snip of it, or you suddenly landed yourself on TV or for an interview. It even empowers the first bubble, the high-ticket selling, 1-on-1 selling, when you understand the principle of speaking to selling.

Things like we're talking about here, reverse engineering, building it with the end in mind. Your speak-to-sell talk, your presentation, should be built with the end in mind. Everything you say is leading toward that irresistible offer. A lot of you are sort of putting up some slides together and then slapping an offer on the end, and it doesn’t feel very good to the potential client. In fact, that is the thing that has people say, "Wow, a little bit pushy, a little bit salesy there." Right? We don’t want that. We want to build it with the end in mind and have it feel great and actually have your ideal clients thanking you by the time you get to the offer, "Thank you for having that up your sleeve so I could actually have this new world that you're showing me.”

We've got high-ticket 1-on-1 selling leading to the irresistible offer. We've got speaking and your speak-to-sell signature talk, presentation leading to the irresistible offer. The third way that you want to be set up to lead people to your irresistible offer is through online promotion. You could even branch that out to being able to also deliver what you sold online, the next step, but for now, we're talking about discovery, how do people discover you, so online promotion.

The really cool thing is that once you get the speaking down, you have a presentation that leads to your offer, you are then empowered to be able to use those same words, that same flow, that same copy, so to speak, online. There's some tweaks that you need to make to it, and we teach all of that, again, if this is an area of interest, so that you know the resource here in our program called 6-Figure Teleseminar & Webinar Sales System. Takes everything you need, every e-mail and how to structure it so that you can take your irresistible offer online.

Your sales conversion machine has the ability to convert a sale, to talk to someone, to have an active discovery conversation 1-on-1. That’s 1 of the ways that people discover you, through speaking. I love it because that’s a 1-to-many. You can say it once and touch lots of people at the same time, and to be able to do it online. If you really look at all the different ways there are to get clients, you'll see that … If you’re saying, "Well, Lisa, what about my bestselling book?" Guess what? How do they find out about it? Either someone tells them 1-on-1, they hear you speaking live or virtually, or they see it online these days. I said
95%. What's that little 5%? I guess it's somebody wandering into the few bookstores that are left. You could get me on a technicality there, but look, if I can show you a system where you're ready 95% of the time, maybe 98%, really what else do you need?

Anything that you're doing outside of this to feed the sales conversion machine, whether you're out there educating the world with a podcast, like I said, Facebook ads, networking, meeting at Starbucks so people can pick your brain, it's going to feel tiring, it's going to feel exhausting, it's going to feel expensive to your soul and to your pocketbook if you don't have this, if you don't have our 7-Figure Love Your Life blueprint.

Now I've got to say, I'm hoping you can find a picture of this over at our show site, boostyoursalesshow.com/5. In fact, that's what I'll do. I'm going to make sure that right now that there is a downloadable picture of your sales conversion machine, the 7-Figure Love Your Life blueprint, because if you post this up on your wall and then you tune in for every 1 of our episodes, you will see that we will be filling in the blanks on this, how to make your offers irresistible, how other people are making their offers irresistible and attracting their ideal clients.

That it for today. You guys are awesome. Thank you so much for being here. Oh, by the way, I almost forgot to mention, I'm Lisa Sasevich and you probably heard that there's a thing called Planet Sassy. You're actually on a little mini path to Planet Sassy right now. If you're interested in getting your hands around the whole ball of wax of this, this is what we do in our year-long mastermind program. It's called the Sales Authenticity & Success Mastermind, affectionately named by the acronym Sassy Mastermind, and really what we're doing over that first year is it's the build-it-year. You're building your irresistible offer, you're learning the 1-on-1 high-ticket selling model to install into your business, you're learning your speak-to-sell signature talk, and then we're taking that online to promote it, and also showing you how to deliver it.

That's pretty much it in a nutshell, building your sales conversion machine. Again, grab a copy of this over at boostyoursalesshow.com/5. There's also a link there to contact us if you'd like to talk to 1 of our Best Next Move experts about the Sales Authenticity & Success Mastermind. If it's the right time for you, we're here for you. We're here for you on this show week after week and at a deeper level should you decide to step our way another step.

Thank you so much for being here today, and I look forward to you enjoying the freedom and the confidence that comes with having your sales conversion machine. I hope you enjoyed this episode of Boost Your Sales & Lifestyle with Lisa Sasevich. If you did, be sure to visit boostyoursalesshow.com, and while you're there, download my free training Seed and Grow Rich to learn how to provide great value while simultaneously creating hunger and desire in your
prospective clients without being salesy. I hope you'll also head over and leave us a rating review at iTunes. I hope you enjoyed the show as much as I enjoyed providing it for you. Thank you so much for allowing me to be part of your entrepreneurial path, and until our next episode, live sassy.