



SALES SPRINT CAMPAIGNS

The goal of a sales sprint campaign:

Make as much money as possible, with as few sales as possible, as fast as possible, with as little effort as possible.

Inventory

Current List Size	
Current Clients	
Previous Buyers	
Facebook Group Members	
Social Media Followers	
Previous Referral Partners	
Previous Leads	
People on waitlist for your services	
People you can think of who may be a fit for your services (your hitlist)	

What campaigns can you do?

Campaign	Necessary Traffic	Recommended offer	Can you do it?
Renewal campaign	Active buyers	Same as what they bought previously	
Resell campaign	Active or previous buyers	Congruent next step offer	

Low ticket campaign	Big list or following or previous leads	Low-ticket offer	
Phone call campaign	Any size list or following	High-ticket offer	
Holiday campaign	Any size list, or following	Great DEAL (usually low ticket)	
Previous leads campaign	Any previous leads	Congruent offer (usually a downsell)	
Referral campaign	Everyone can do this	High ticket offer	
Hit list campaign	Everyone can do this	Congruent offer	

Map your offer

Name	
Problem it solves	
Outcome it creates	
Step by step outline	
Quick Win	
Services / Specifications	
Access	
Education & Bonuses	
Pay in Full	
Payment Plan	
How I'll add urgency	