

## **THE “5 SALES RULES” WORKBOOK**

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This will help you to reframe your offer to customers in a way that’s much more compelling. If you can honestly meet all these rules, you remove almost all the friction between you and your customers.



## How to use this workbook.

Here's how to maximize the value you get after completing the exercises I've outlined for you.

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The point of this workbook is to help you establish a framework for your offer (be it a product or a service), such that it compels customers to buy from you.

Here's how I'm going to help you do that. For each of the 5 rules, I will:

1. Ask you a very pointed question that helps you dig deep into the reality of your business.
2. Ask you to extract some insights from your answers to those questions.

To maximize the effectiveness of these exercises, you should:

- **Be excruciatingly-honest with yourself.** After going through this document, you may come to the conclusion that your business model doesn't actually make any sense. It's important that you realize this earlier than later, and being honest gives you permission to come to this conclusion. Do your best to take emotion out of the picture - you're trying to make money here.
- **Print it out.** I know, it's the 21st century, but you'll want the flexibility of free-thought that a pen and paper offers.
- **Be detailed.** There's not much space in the document, so feel free to add in more pages where relevant.
- **Consider the whole picture.** Remember the Apple example from the [blog post](#)? Your offer may be a compound one, with many different customer segments. Treat each of them as their own entity for this exercise.
- **Focus on empathy.** Your customers likely don't care about who you are or what you do. Put yourself in that mindset and try to really understand their problems from their perspective.
- **Be patient.** Doing this properly often requires days of introspection and analysis. Don't expect to finish this in 5 minutes.

Try to have fun with this, but more importantly, take the time to do it right. If done correctly, this exercise will help you to build a profitable, smart business, and steer you away from endeavours that provide little to no tangible value to real people in the real world.

Finally, remember that you **must satisfy all of the rules** in order to win the sale. If you are lacking in **any area**, you lose.

Good luck.



**Rule #1:** Customers need to have a genuine need for your services.

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First, ask yourself: **what does my customer actually need?** What problem is my product/service solving for them?

Keep in mind that this may not be immediately apparent. The video gaming industry for example, is generally solving an entertainment problem at the surface level, and an emotional problem when you go deeper.

Your answer...



Now, ask yourself: **how can I find these people?** Really dive in deep to paint an intimate picture of your ideal customer.

Your answer...

**Rule #2:** Customers need to be ready to solve the problem.

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First, ask yourself: **what provokes a purchasing decision from my customer?** What are some prerequisites that must exist prior to your customer engages with your brand?

Your answer...



You're trying to figure out how to qualify your customers, or in mass-market advertising, how to more accurately identify your ideal audience.

So, ask yourself: **how can I find these people?** Really dive in deep here to paint an intimate picture of your ideal customer.

Your answer...

**Rule #3:** Your customers must believe beyond a shadow of a doubt that you can solve their problems.

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First, ask yourself: **how will your customers qualify you?** What are some of the common objections to a purchasing decision?

Your answer...



Now, ask yourself: **how can we show that we're qualified?** How can we handle the objections that usually stand between me and the sale?

You're looking to find the most compelling solutions here. Obviously you could just claim enthusiastically that "I'm qualified!", but a more compelling option would be an in-depth case study showing exactly how you did this for someone else, or a video of how your product solves the problem for real people just like your customers.

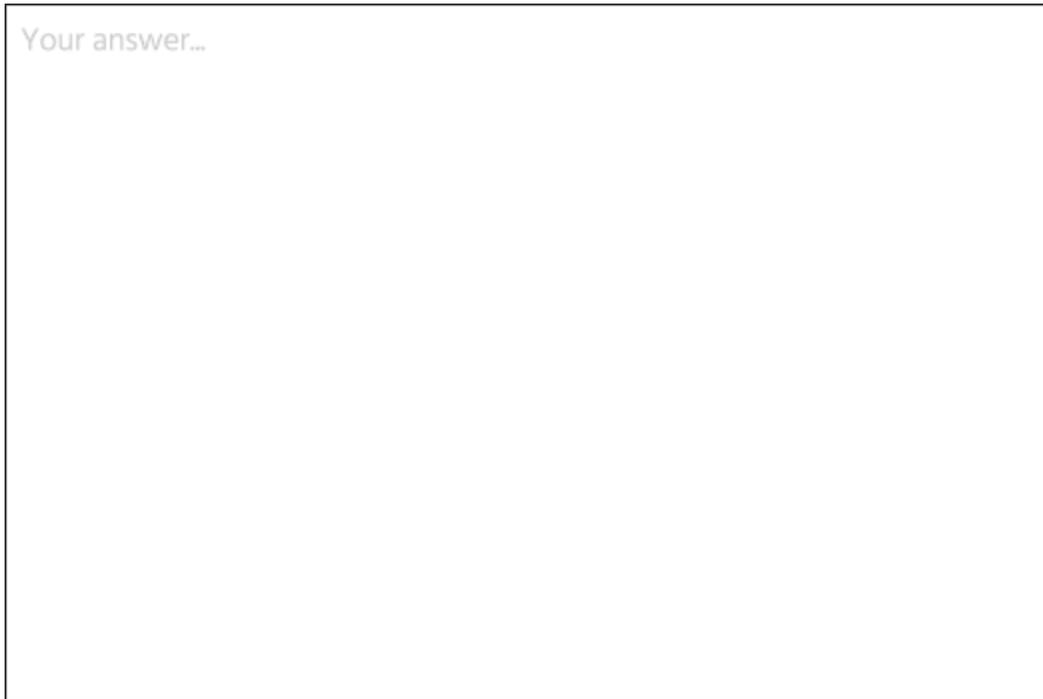
Your answer...

**Rule #4:** Your customers must know that you exist.

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First, ask yourself: **how do your customers typically find your product or service?**

Your answer...



Now, ask yourself: **what can I do to make them aware of me?** How can I get in-front of them?

Note that **when** you get in-front of your customer makes a big difference here. The earlier in the buying cycle, the longer you have to establish a trusting relationship: this takes more time, but it's also the least expensive.

The later in the buying cycle (when the customer is ready to buy), the more expensive it becomes.

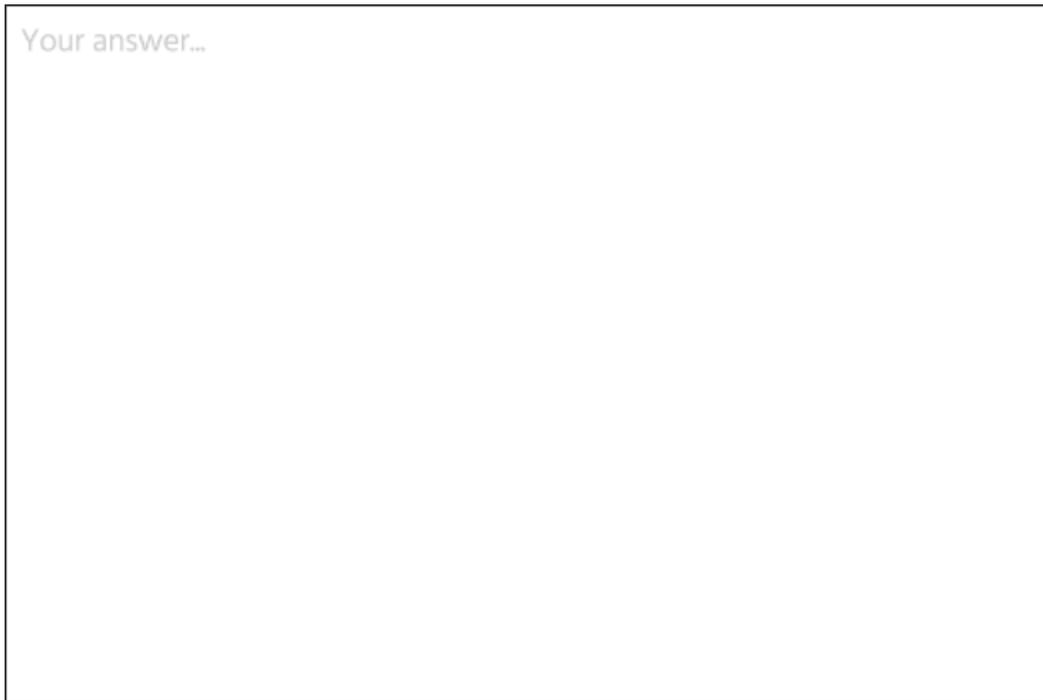
Your answer...

**Rule #5:** Your customers need to like you (or your brand).

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First, ask yourself: **are you putting your best foot forward with your brand presence?** What traits appeal to your target customer?

Your answer...



Finally, ask yourself: **what can you do to express this message?**

This reaches as far as colors, brand “feel”, the tone of your marketing copy, your logo, your digital presence, etc. Any time you are involved in a touch point with a potential customer.

Your answer...



## **...AND THAT'S ALL THERE IS TO IT!**

Well, realistically, there's a *ton* more that you can do to improve your conversion rate, but the point of this document was to simply help you reframe your thinking in a way that makes more sense for your customers.

If you found this helpful, feel free to share the PDF with your friends, and if you want to stay connected with me, you can do so [on my blog](#).

All the best out there folks...and remember: when in doubt, keep it simple, and keep it human.