



65 ways to get  
*more buyers* than  
you can handle!

**KimGarst.**



## ABOUT

Kim Garst is one of the world's most retweeted people among digital marketers. She is a renowned marketing strategist, keynote speaker, and an international best-selling author of *Will The Real You Please Stand Up*, *Show Up*, *Be Authentic* and *Prosper in Social Media*.

Kim helps entrepreneurs make more money online using social and digital media strategies. Forbes named her as one of the Top 10 Social Media Power Influencers.

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# Your Email List

1. Send a 3-part email sequence to your list.
2. Send an email to buyers or high potential prospects “gifting” them a call.
3. Include a link to the calendar in your newsletter.
4. Include a link to the calendar in your email signature [in emails to your list, or just regular emails as well].
5. Send a survey to your list and reward them with a complimentary call when they complete it.
6. Send a quiz to your list and based on their answers, invite them to an appropriate call/offer.







## Your Website

7. Put a link to your scheduler in the main menu bar.
8. Put a link to your scheduler in the footer.
9. Put a call to action link or button to your scheduler on every page of your site.
10. Have a pop-up on your site that leads into your scheduler.
11. Have a pop-up on your site that leads into a free gift. On the Thank You page. invite them to a call.
12. Set up the Thank You pages after all of your contact forms to take them to your scheduler.
13. Have your contact forms ask for their number and call them if they don't schedule first.
14. Add Push Crew to your website, and send out a message to your subscribers to schedule a discovery call
15. Include a link to your calendar on all social media profiles..



# Your Website

16. Get testimonials from your calls and use them on social media to get more.
17. Shout out to everyone who schedules a call on social media, as a way to re-promote it.
18. Include a link to the calendar in your Facebook Group description and welcome post.
19. Create a “Free & Paid Resources Document” in your Facebook Group and list the discovery call sessions there.
20. Post “Yes” Ladders for calls in your and other people’s Facebook Group.
21. Update your Facebook Group and Fan Page Cover Photos to have a call to action for a discovery call, and then put the link to your scheduler in the photo description.
22. As people join your Facebook Group, send them a direct message to welcome them and invite them to a free discovery session with you.





# Your Website

23. Create a “Promo Day” in your Facebook Group (or Fan Page or other Social Media) and on that day, Post promotions for your phone calls and offers.

24. Set up the call to action button on your Facebook Fan page to go to the scheduler.

25. Set up a custom html tab on your Facebook Fan page to go to the scheduler.

26. Update your Facebook Fan Page About Section to include the link to your scheduler.

27. Create Facebook Events [on your profile, fan page, and group] for your Discovery Calls and invite people to them.

28. Offer discovery sessions on your Facebook Lives. Update your post and the comments to include clickable links to your scheduling calendar during or after the broadcast is over.

29. Offer discovery sessions on your LIVE videos.







## Social Media

30. Set up your Twitter to Auto-DM new followers to invite them to calls.
31. Use <http://tweettunnel.com/> to send bulk DMs to your followers to schedule calls (use cautiously).
32. Search Twitter for questions and hashtags related to the problem you solve. Tweet back to answer them, then offer to schedule a call.
33. Put the link to your scheduling calendar in the description sections and contact sections of your LinkedIn Profile.
34. Engage in LinkedIn Groups the way you would in Facebook Groups to get discovery calls.
35. Go back through your LinkedIn connections and send them direct messages to re-connect and invite to a call.



# Social Media

- 36. As new connections are made on LinkedIn, send them direct messages to offer them discovery calls (or gifts that lead into discovery calls).
- 37. Send direct messages to your old and new Instagram followers to invite them to calls or gifts that lead to calls.
- 38. Post Images on Pinterest with a link back to your scheduler.
- 39. Upload your Facebook Lives, Periscopes, and other video content to Youtube with a clickable “annotation” at the end that clicks out to your scheduling calendar.
- 40. Update your youtube video descriptions to include a link to your scheduling calendar.







## Funnels

- 41. Pitch discovery sessions at the end of your webinars and challenges.
- 42. Get people to sign up to receive a video training. On the Thank You page, place the video training right away with a button underneath of it that leads to the Discovery Session Page.
- 43. Get people to sign up for a free gift. On the Thank You page, pitch the discovery call.
- 44. Promote a FREE BUNDLE with 3 free items, one of which is a free call. As people sign up to receive the free bundle, direct them on how to schedule the call.
- 45. Promote a free gift. On the Thank You page, offer them a PAID BUNDLE which includes a phone call. After they buy, direct them on how to schedule.



# Funnels

46. Promote a new paid offer to your community or previous buyers at a beta price and bonus in a call for those who buy within 48 hours.

47. Do a flash sale for one of your offers and bundle in a phone call as a bonus

48. After someone signs up for your list for a free gift, nurture them via email and then offer them a discovery session once they are warmed up.

49. Launch a Telesummit. On the Thank You page, offer a VIP upgrade/ VIP ticket which includes Lifetime access to the recording + a training + a phone call with you for \$47.





# Content



50. Publish your blogs with a call to action or pop up at the end for discovery sessions.

51. Include a call to action for your phone calls (or a gift that leads into your phone calls) in your Guest Blogs, and your author bio.

52. When you get featured articles written about you in online publications, ask if you can include a link to your free gift or discovery sessions.

53. Include a call to action for phone calls at the end of your videos (and make them clickable).

54. Include a call to action for phone calls at the end of your podcast and include the clickable link in the show notes.

55. Mention your discovery sessions on interviews.

56. Pitch a free gift on your interviews (and the free gift leads into the phone calls).



# Other Strategies

- 57. Pay for ad space in someone's mailing list and get them to promote your free gift which leads into phone calls.
- 58. Ask an affiliate partner to promote your offer to their list in exchange for commissions [the offer can be a free gift that will lead into strategy calls, or a paid offer that bundles a phone call].
- 59. Pay for sponsorship space at an event. Leverage the ads and connections to get calls.
- 60. Participate or pay to participate in other people's giveaways. During the giveaway, you can usually offer one thing for free to EVERYONE and one raffle that 15 winners receive. For the free gift, use something that leads into calls and/or for the raffle, raffle off calls.
- 61. Attend Live events. Amidst the networking, schedule calls or gather business cards to schedule calls later.
- 62. Send Warm Letters using my templates.
- 63. Submit on people's website contact forms to invite them to discovery sessions.
- 64. Include a link to the calendar in your product/program portals.
- 65. Speak on stage and pitch phone calls at the end either free ones, or paid ones [they get refunded if they choose not to buy, or they get credited towards the work if they choose to buy].