

# 7 Non-Sleazy Sales Secrets for Non-Salesy Solopreneurs

## 1. It Has To Be About More Than Money

- There are easier ways to make money than being a solopreneur, and when the going gets tough (and it will!), if you're only in it for money, you'll quit.
- Ask yourself: "Based on my life experiences, what do I believe with all of my heart?" This will help you get to your WHY that is bigger than money.
- People can feel when your motive is purely to profit. It repels instead of attracts. You and your prospect will both feel yucky.
- Focus on how you can add value and the money will come.

## 2. You Are Your Only Competition

- Your biggest threat is your mind – Fear, Doubt, Feeling Like a Fraud...
- With clarity comes confidence Get *\*crystal clear\** on what you do and who you do it for. If you're confused, potential buyers will be, too. Confused people don't buy.
- With confidence comes customers. Trust me, they will find YOU.
- Comparing yourself to someone else is a ridiculous waste of time. You see the glory, but you don't know their story. Concentrate on improving

yourself and your business and your time will come!

- Someone else doing what you're doing is a good thing! It means you can make money, too! (Plus, they'll NEVER do it quite like you!)

## 3. Facts Tell, Stories Sell

- People buy to fulfill a need – basic or emotional.
- People buy from people they know, like, and trust.
- Stories convey emotions and make you more relatable.
- The facts are the facts, but everyone loves a great story.

## 4. People Don't Care How Much You Know Until They Know How Much You Care

- Genuinely seek to deeply understand what your ideal client needs.
- Ask *A LOT* of questions.
- Listen to hear what's said *and* what's NOT being said.
- Create an offer that solves an urgent problem.

## 5. Everything About You Speaks

- When you're out, you're on. As the ambassador for your business, make

sure you always represent well.

- Constantly work to improve your communication equation – visual, voice, and verbiage.
- Body language speaks louder than words. Know what yours is saying.
- SMILE. It's contagious and magnetic.

## 6. People Want The Destination, Not The Transportation

- Tailor your offer to solve your ideal client's problem.
- Focus on what they want, not what YOU want.
- Highlight the benefits of your solution more than the process.
- Showcase the value of your offer to make it irresistible.

## 7. The Fortune is in the Follow-Up

- Objections indicate unanswered questions or confusion.
- It's your job to provide the information they need to say YES.
- "No" doesn't mean "no" forever. Timing is everything. Stay in touch.
- Make excellent customer service your #1 priority. It's so rare these days that it will definitely be noticed and rewarded with loyalty and referrals.