HOW MY BUSINESS WENT FROM

struggling to selling out

table of contents

07 THE BIGGEST MISTAKES YOU'RE MAKING

10 MEET DONI

11 MY 3 STEP PROCESS FOR SELING OUR

13 HOW TO EXCITE YOUR AUDIENCE

16 HOW TO EDUCATE YOUR AUDIENCE

19 HOW TO RETARGET YOUR AUDIENCE

21 GET ALL MY SELLOUT SECRETS

ARE YOU...

tired of

- stressing over how you'll get your next sale?
- wondering if you should continue your business because you can't seem to find a way to grow it?
- posting about your products and getting no traction.
- rarely hitting your sales goals.

TRUST ME...

I was tired too, sis!

If anyone knows about struggling for sales, it's me! When I started my first brand, I completely thought I would get tons of sales just from posting about my brand on social media. I mean It only made sense since I had 19k followers on Instagram.

I quickly learned that my following had nothing to do with the amount of sales I would get, and this was so discouraging to me. I can count on one hand the amount of sales I made In the first 6 months.

I realized I needed to go back to the drawing board, so I revised things and relaunched. But guess what.... I STILL HAD NO CUSTOMERS!... Well maybe I'm exaggerating. I was making a lot more sales than before, but anything Is a lot when you were making none. Haha

I still wasn't making thousands like I wanted to and this I tried EVERYTHING! Or at least It felt like I did. I partnered with Influencers, I ran ads, tried to grow my business nstagram, and so many other things.

BUT, NO WORRIES!

I found a solution!

I had tried so many things with my last brand and I was determined to make something work. I even got fired from my day job because I had this brand (we can get Into that story another time lol). SOMETHING HAS TO WORK!

So I gave It one more shot. I decided to scrap that business and start over!

I KNOW! I was doing the most but I promise it was necessary. There were so many holes In my business and I just needed to start over one last time.

As I was developing my current brand, Pivot, I ended up creating this strategy for selling out. So, enough about me; let's get Into the strategy!

I PROMISE...

you're not crazy

I used to think everyone that did well In business either had huge marketing budget, went viral or just got big by chance. I couldn't understand why they happened to blow up and not me. Their pictures weren't always better and their social media wasn't always the best, so I realized for some, this actually was the case.

But most of these brands were really putting In work, and they did It so effortlessly that the entire strategy was going over my head.

If you've had all these same these same thoughts, just know you are't alone. Most entrepreneurs have been in this same exact stage and they struggled to figure It out too! It's not the easiest to find Information that actually works.

THE BIGGEST MISTAKES

you're making

Most people that come to me are turning orf their customers left and right from doing the following:

👉 Not properly explaining the details of their products

👉 Your content is boring and it resonates with no one.

👉 You have no target audience or you claim your audience is women of color.

👉 You have no clear branding which breaks your customer's trust.

👉 You are hyper focused on growing your followers and you resort to ineffective tactics to grow.

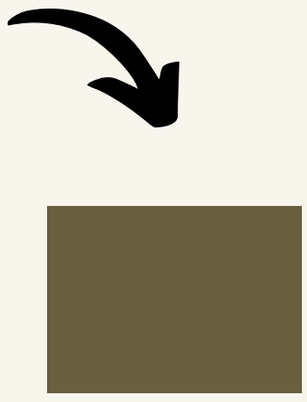
👉 You don't train their customer to actually buy from you.

Do any of these sound like you?

WHAT ACTUALLY HELPS

grow your sales

growing your followers and running sales



nurturing your current audience and training them to buy

YOU'RE FINALLY IN

the right place!

I promise you're in good hands. The information you're looking for is right here! It's finally time for you to make your business work for you. I'm going to help you transform your brand into whatever you desire. With my help, you will be a money making mami in no time!

meet doni

BEAUTY BOSS MENTOR

I'm Doni - owner of pivot cosmetics. I help women like you, ditch their day dreams and actually turn them into a reality. I'll give you the tools needed to make your business thrive! After years of being a serial entrepreneur, I realized that having a healthy business doesn't come from just wanting to be successful. It comes from having a demand for what you offer and a solid strategy! That's where I come in! Let me help you become the beauty boss you've always wanted to be!

HERE'S MY 3 STEP PROCESS

for selling out

01

EXCITE

Your audience has to feel eager to have your product in order to actually take action. This means you need to position it as a hot commodity!

02

EDUCATE

People only buy quickly when they've been properly informed on why they should buy something. Explain the benefits of your products.

03

RETARGET

Someone can have every intention of buying from you, then completely forget once the launch rolls around. You need to do your best to keep their attention and get back in front of them.

*** Even if you aren't launching or restocking, these tactics can work for growing sales on what you already have available. Most people need to encounter you 7-21 times before deciding to buy. This strategy excelerates that process.

How do you excite your audience?

DONIBROWN.COM

excite your audience

This one sounds the most simple, but it can make the most difference In your sales! You want your customers to be eager to buy from you by the time your products are available. If you don't properly excite them, they will STILL be trying to decide If they should buy from you by the time you have more Items available. Which on your end will equal no new sales yet.

For the customer, they are still on the buyer journey. On our end all we see Is sales or no sales. There's no in between, so It's Important to be aware of the buying journey.

The key to exciting them effectively Is to continue reminding them you exist and you have products coming that are perfect for them.

- Keep showing up and reminding them of your launch/ restock date and time.
- Show them how amazing your product Is.
- Make them feel fomo!

pro tip.

[major · key] *noun*

Give your collection or products a theme! This will help you find creative ways to promote and position your products, so your audience desires them more. Make sure your theme supports the purpose of the products.

How do you educate your customers?

DONIBROWN.COM

educate your customers

This might seem like the most obvious one, but this goes way beyond just letting them know you have something for sale. You need to let them know the following:

- What's for sale
- When they can buy it
- How much It Is
- How to use it
- What the product will do for them
- Why they should buy from you versus someone else.

You might know everything about your product, but your customer doesn't. While you might think some of the information is obvious, trust me, it's not. These are the questions they might have that will keep them from deciding to buy quickly.

“a business with no sales is the ghetto. no matter what anyone says, this doesn't have to be your reality, no matter how old or new your brand is.”

How do you retarget your audience?

DONIBROWN.COM

retarget your audience

This could be the place where you're actually losing the most money. You need to get back In front of your customer once you've launched to let them know your products are available. Someone could have every intention of buying from you, but they just might forget. Remind them that they can now buy and keep them updated on how many are left and that others are shopping. Make sure they understand that other people actually care and buy from you.

Simply put, make sure your follow up game is strong! Send emails, keep posting, slide in those DMs! You're not harassing so don't allow yourself to feel you are. Sometimes the algorithm won't let us be great and your ideal customer truly hasn't seen your posts.

REMINDER

People buy products based on what it says about their Identity.

GOT IT!

INTRODUCING

sellout secrets

$147 → $97

MYSELLOUTSECRETS.COM

AND YOU'RE FINALLY READY TO..

start sellout?

- stop struggling for customers!
- have people eager to buy!
- have customers that help promote your products!
- stop wondering how to convince people to buy from you!

you get it all

SUMMARY OF WHAT'S INCLUDED

✅ - Lifetime access to sellout secrets

✅ - 3 in-depth lessons

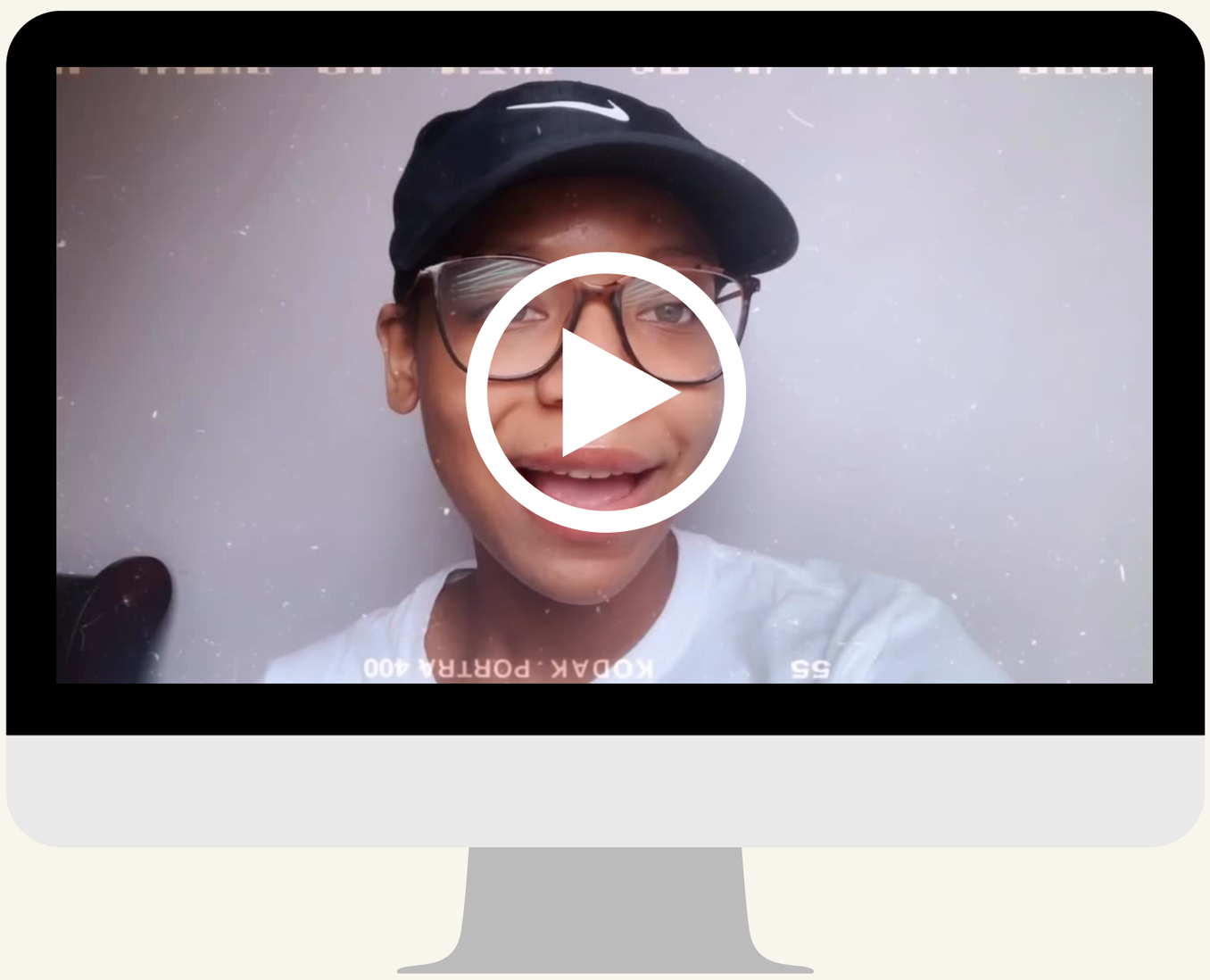
✅ - 6 done-for-you emails for your promo sequence

✅ - 8 done-for-you post templates (canva) + captions

✅ - daily promotional calendar

✅ - workbook to help you implement the strategy

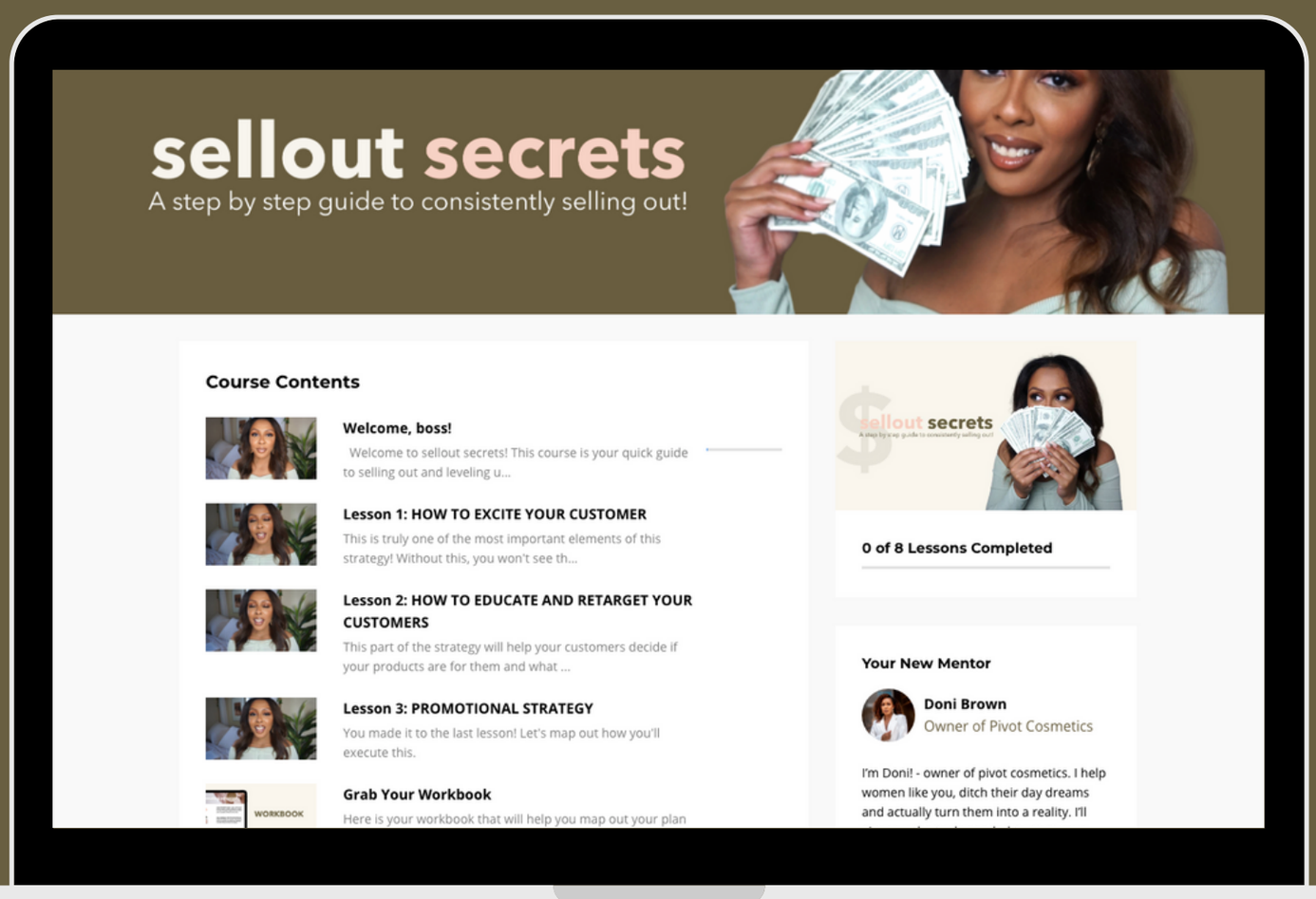
HEAR WHAT TAYANNA HAD TO SAY



click here to grab your spot

HERE'S HOW TO JOIN

sellout secrets



LET'S GET STARTED!

⚠ enroll within the next 48 hours to save $50!