
6 Strategies To Become A Social Selling Machine

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WHOSE THIS FOR?

01.

The Network Marketer

02.

The Service Coach

03.

Law Industry

04.

Small Business Owners

05.

The Car Dealer

06.

The Chef

07.

Real Estate

08.

The Influencer

09.

The Retail Industry

10.

Health Providers

11.

Entertainment Industry

12.

The Podcaster

13.

Fitness & Nutrition

14.

Life Insurance &
Annuities Industry

15.

Construction &
Architecture

16.

Merchants & Whole
Sellers

17.

Airbnb

18.

Religious Organizations

19.

Transportation Industry

20.

Waste Management
Industry

...AND MORE!

BEFORE MY MASTERCLASS

You are frustrated and confused as to why people aren't buying what you're selling even if showing up every day is "your thing".

AFTER MY MASTERCLASS

You will learn how **ATTRACT & CONVERT** your followers into customers. You will learn **HOW TO** socially-sell your way into business growth using already proven techniques.



01. Using the 'FOMO' method
02. Using the 'Urgency' method
03. Using the 'Greed' method
04. Using the 'Indifference' method
05. Using the 'Jones Effect' method
06. Using the 'Suggestive Language' method

**SOCIAL MEDIA IS NOT JUST A TOOL FOR YOUR
ONLINE BUSINESS...**

IT'S A WAY TO REACH THE UNREACHABLE

01

USE THE 'FOMO' METHOD

The Fear Of Missing Out method is used by A LOT of online stores, so you should too!



'FOMO'

Have you ever felt the need to buy something just because you're afraid "it might run out"?

You keep hearing the store advertising that they might just run out soon. You immediately make your decision and Buy, "screw it, I just have to have it before they run out!"

Key to this is to constantly talk about your goods and add happy reviews!



02

USING THE 'URGENCY' METHOD

Using the Urgency method creates a sense of
BUY NOW FEELING without actually
sounding sale-sy.

'URGENCY'

If you have no urgency for your ideal to client to buy right now, then they are going to think about it for a very long time- and that's not what we want!

Think about using deadlines to entice your client to buy 'before the time runs out' aka RIGHT NOW.

Best way to create urgency is to create an estimated depletion number-
"We only have 'x amount' left!" Don't forget to mention happy conversations and reviews with that urgency!



03

USING THE 'GREED' METHOD

Using the Greed method, you will influence people to buy more if there is some type of gift or incentive involved.

'GREED'

Think about what motivated you to buy that cute shirt online or book that service online. Was there some type of sale or BOGO going on or something you were getting for free? Was there an incentive you might of liked?

Remember this: free/reduced stuff moves potential clients, "More Bang for their Buck". Add an incentive with your product/service, and it doesn't have to be costly at all!

****Know what you can afford!****



04

USING THE 'INDIFFERENCE' METHOD

The indifference method creates a sense of exclusivity within your brand.

'INDIFERENCE'

Play hard to get. When you portray your product or service to be EXCLUSIVE, people will want to buy even more, remember that YOU GOT THE SAUCE- don't go out of your way to convince people.

Best way to create indifference is to not appear desperate, but neutral. Desperation and erratic behaviors come off as begging and gives leverage to the confused client and confused clients, 9/10 say no.



05

USING THE 'JONES EFFECT' METHOD

Using the Jones Effect method , you will have those potential clients that are on the fence asking you where can they buy!

'JONES EFFECT'

How many times have you seen something that you think you didn't need on someone else, but after the many good reviews, and consistent exposure of that thing, now you just have to have it? Buyers want what other people have- so, leverage social proof!

Best way to use the Jones Effect is to continuously post happy client reviews as well as you consistently using your product or service.



06

USING THE 'SUGGESTIVE LANGUAGE' METHOD

Suggestive selling, or upselling is a sales technique where the customer is asked if they would like to add on a product that you know might suit the client.

'SUGGESTIVE LANGUAGE'

Only ask obvious questions where the answer is always, Yes.

So, if free shipping is a must for the client, then suggest another product to the client that they make like or that "covers" the shipping costs so you can convert that \$x.xx shipping cost into "FREE SHIPPING" for the client.

Key to this is to know ahead what the client may like
(get to know the client)!



Social media, overtime, can help you increasingly boost your credibility resulting in sales. Not only that, you can easily know and expand your audience, build relationships, and stay up to date with trends which ultimately turns into PROFIT.

But in order for all of this to even work, you have to be consistent and know that it isn't all a walk in the park. Like when you go to the gym, do you expect the rock solid abs the next day? NOPE.

So, you have to work hard AND be consistent, like anything else.
Consistency is KEY, along side other key thangs, sis.

Here's a Tip: Create a strategy plan to implement the tips I'm about to give you throughout the month, the more you do this, the better you'll get (create that solopreneur discipline, babe!)

I HATE TO BREAK THIS TO YA BUT,

THERE MIGHT BE SOME CURRENT REASONS AS TO WHY PEOPLE AREN'T BUYING FROM YOU...

One of them being making your client jump through hurtles just to buy your product-

What do you mean Teresa?

If your customer sees a product they might like to buy in your page, but they have to go through a 4-6 step process:
story/feed> profile> linktree link> guess the link from the 15 links you have> website> then find the product in the website> add to cart...
see? They might just not even want to buy.

Make it easier for your client to buy, statistically speaking, a 1-2 step process is the way to go!

You can minimize the amount of links attached to your Linktree or smart bio- or simply making your product page link the very first one!

YOU GOT THIS!

Before I wrap this up, remember that practice makes perfect and profit takes time! So, don't try to reinvent the wheel but be consistent and confident that the time WILL come (because it will!). You can definitively customize these techniques to your brand and specific niche. If you need a mentor-whether you are a new business owner or an already established one, mentors are the best cheat codes to success! [Book a session with me](#), and let's simplify and optimize your brand for success!

More Resources: need more motivation or strategies? [Follow us on Instagram](#)

Last thing babe, check out [The GoldenTalk Podcast](#) for more social media, lifestyle & biz tips, on-the-go!



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