



**START
HERE!**

STEP 1:

**GET
NOTICED!**

Your community on Page 1 of **Google**
Professional 1 Minute Video on **YouTube**
Your community needs to 'CREATE AWARENESS' globally!

STEP 2:



**Your Multi-Media
'Sales Website'**

**LET EVERYONE SEE & HEAR
ABOUT YOUR COMMUNITY!**
A compelling 'sales website' full
of videos, animations, web-
books, audio testimonials,
narrations, etc. to give people
good reasons to come here!

STEP 5:



GET THE COMMITMENT!

Use the 'connection pipeline' created in
the previous step to 'CLOSE THE DEAL'!



**close
the sale**

**create
awareness**

5 Steps To Closing Sales For Developers

**connect
personally**

**create
demand**

**measure
demand**



Audio E-Mails



**Digital WebBook
Contracts!**



**Community Business
Card CD-ROM!**



STEP 4:

**MAKE THE
CONNECTION!**

ENGAGE THE PROSPECT!!

Send them an online "**Audio E-Postcard**" in your own voice
welcoming them by name and inviting them to watch for future
updates coming! *They hear your voice saying their name!*

STEP 3:



Your 'VIP Survey'

Find out what your prospects really want with a customized survey -
they'll tell you what's important to them so you can tailor your
marketing messages (in Step 4, next) to directly address their
interests and move you closer to Step 5, 'Closing the Sale'.