



On Demand Fulfillment

Turn Your Brand into Sales

Planning Kit



You're Building Something Powerful

LET'S MOVE FORWARD

You've built a brand, now it's time to turn your brand in to sales.

This workbook will take you from "I have a brand" to "I'm actively selling with a plan". This workbook was designed to help you take fast, confident action. Whether you're posting for the first time or finally getting consistent, the goal is the same: start connecting with your Target Customer in a way that leads to sales.

Inside, you'll find tools and prompts to help you:

- Brainstorm content that connects and converts
- Plan a compelling promotional offer to drive sales
- Fill out your first week (or month!) with a Content Calendar
- Stay aligned with your brand's voice and goals

If you haven't already, contact us to get your Branding Starter Kit workbook to determine your Brand, Target Customer, and more.

This isn't about going viral. It's about being visible and valuable, and showing up for your business like it deserves.

Let's get your brand out there — and let it sell.

Now flip the page, and let's do this.



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Content that Connects & Converts



Start by thinking like your Target Customer. How do they want to feel? What do they struggle with? What content would they stop to watch? If you haven't defined your Target Customer with our Branding Starter Kit then be sure to contact us to get your own copy!

What types of Content will resonate with your Target Customer?

Examples: empowering, educational, nurturing, relatable, bold, etc.

Use your audience's language when communicating with your customer. What does that sound like? *Examples: casual, professional, fun, serious, determined, caring?*

Pick one or two platforms that your Target Customers spend time on where you will start selling and marketing *Examples: TikTok, Instagram*

Content that Connects & Converts



What problems does your Target Customer have that your product solves? *Examples: low energy, trouble sleeping, dull skin, etc.*

Create a description of your product for each problem.

Example: Instead of “supports adrenal health” use “Balances stress and supports healthy energy so you can perform at your best.”

Content that Connects & Converts



Pick some or all of these content ideas that you could do:

- ☐ *Problem / Solution - "I found a solution to x problem"*
- ☐ *Behind-the-scenes - Show how product is sourced or used / taken*
- ☐ *Education - Teach about something simple related to your product*
- ☐ *Social Proof - Share a testimonial, review, or similar*
- ☐ *Brand Story - Share WHY you started this brand*
- ☐ *Product Highlight - Feature 1 product with real life results*
- ☐ *Lifestyle - show your product in action (daily use in a 'grwm' or routine)*

Brainstorm other content ideas you could do:

If you haven't already, go set up 1 Sales Platform / Online Point of Sale System *Example: Shopify, TikTok Shop, Amazon*

Promotions & Offer Ideas



Promotions and offers are a great way to get your Target Customer's attention and create urgency to buy. Keep it simple to start: pick just one offer and lean in to it.

Pick one Promotion or Offer to try first. Which one will you try?

Examples: BOGO (Buy One Get One free, or Buy One Get One 10% Off, % Off Discount, Free Shipping, Limited Time Bundle Deal, etc

What other Promotions and / or Offers can you think of that would entice you to purchase this product?

Be sure to set up that offer in your Sales Platform / Point of Sale System

Build Your Content Calendar



One of the best ways to stay on top of Sales is to plan out a month of posts at a time and get it scheduled. This is an easy set-it-and-forget-it approach to help ensure success!

Fill in the calendar template on the next page with Post Captions or Topics along with ideas for visual images or videos to go with it based on the work you've done so far in this book. **Use this checklist to adjust your calendar as needed, and use for planning the next month:**

- ☐ *Post 3 times per week*
- ☐ *Include a clear benefit or message*
- ☐ *Connect your post to your product or offer*
- ☐ *Share part of your brand story*
- ☐ *Use real customer language*
- ☐ *Link to your Point of Sale System*
- ☐ *Repost or reuse a previous post idea to create consistency*
- ☐ *Done is Better than Perfect, and Consistency Beats Perfection*

When you are done, make sure to go into your chosen platform and schedule your posts out as far as possible. Write "Done through xx/xx/xxxx" in this space with the date you have posts scheduled through to help you know when you need to start scheduled posts for next time.

Build Your Content Calendar



Month:

S	M	T	W	T	F	S



Well Done.

YOUR NEXT STEPS

You have completed Creating Content, identifying Promotions and Offers, and created Your Content Calendar. You don't need to be perfect, you just need to show up. Get visible, bring value. And turn your brand into sales. Take a moment and give yourself a big round of applause!

Make sure to:

- Watch the May Webinar Replay and do or review your Branding Starter Kit work to keep your Target Customer as your focus
- Book a 1-on-1 Strategy Call with Spencer
- Follow us on Instagram and LinkedIn to stay informed on our next Webinar
- Tag us when you launch and post! We'd love to share.

LET'S TALK!



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