

DON'T DABBLE. DOMINATE.
3 Strategies To Whipping-Up A
HIGH-VALUE Product Or Service

Erika Lyremark

No 1

DEVELOP YOUR VIEWPOINTS

The first purpose of cultivating strong viewpoints is to accelerate your sales process by helping potential customers make an immediate decision about your service. *Yes. Or No.*

Example from my own business ...

I have 30+ years of sales experience, from selling lap-dances as a stripper for 9 years, to selling commercial real estate for 10 years, to selling business coaching for 14 years.

When I was a stripper the sales process was cut-throat and highly-transactional (those were not men I saw, they were dollar signs).

I pulled every trick in the book. And new ones I invented along the way ... including clubbing customers over the head with my tiny velvet handbag. Pulling out a strand of their hair and saying *dumballa dumballa dumballa*. (That's a voodoo curse I made up. And told them the curse could only be lifted if they bought a lap-dance from me.)

But when I was selling commercial real estate, I quickly learned the value of sophisticated selling. I was no longer Bianca - the stripper who could get away with just about anything.

I was now the managing partner of our company. And was doing long-term deals worth hundreds of thousands of dollars - if not millions of dollars. And in those situations, cut-throat and highly-transactional selling does not work. It's got to be a win/win for everyone. So I had to learn how to sell with style, sophistication & nuance - and make it FUN for all parties involved.

And then when I moved into selling business coaching, I faced my biggest sales challenge of all. I had gone from selling tangible items - like lap-dances and warehouse spaces - to an intangible item: business coaching.

I now had to energetically tap into my customer's underlying fears, desires, hopes and dreams. And help her see what I saw was possible for her. It took me awhile to figure out how to sell my business coaching - but once I did, I made 6-figures in six months. And my business took off from there.

And while we're not going into my transformational sales process today, one of the things that helped me succeed in selling business coaching, was to develop my own viewpoints on transformational selling (vs. transactional selling like I did at the strip club).

Here are a few of my viewpoints on transformational selling ...

- Selling should be Fun & Creative – *not* slick & sleazy.
- Selling should be Seductive & Alluring – *not* pressure heavy & intense.
- Selling should be Exciting & Invitational – *not* cajoling, conniving, or convincing.

Selling *shouldn't* be about close rates, underhanded transactions, or not caring about your perfect customers. And selling *shouldn't* make you feel scared to have a simple conversation about your amazing service.

And finally, selling should be as much fun as shopping for designer shoes. (And if it's not, something's wrong.)

So I'm curious, did my viewpoints on selling peak your interest?

Did you find yourself saying "Yes! Yes! Yes! I want to learn how to sell the Erika Lyremark way."

(Or do you prefer gross-pressure-heavy-sales-tactics-from-the-1980s?)

Whether you're a YES or a NO, we're both clear if there's a possibility we might work together.

And this is what you want your viewpoints to do for you. Quickly get people to a YES or a NO.

Remember, the first purpose of cultivating strong viewpoints is to accelerate your sales process by helping potential customers make an immediate decision about your service. *Yes. Or No.*

So when I share my bold viewpoints on selling, I'm accelerating my sales process. I'm looking for the YES's and quickly letting go of the NO's.

And that's what I want for you ...

BRAINSTORM YOUR VIEWPOINTS (so you can accelerate your sales process).

- What's sacred about your service?
- What's missing from the marketplace?
- What do you want to see more of?
- What do you want to see less of?

- What's the right way?
- What's the wrong way?
- What do you REALLY want to say but are afraid to say it? (This one's my favorite!)

If answering these questions terrify you, think about this ...

All the people, brands and businesses you admire have strong, unapologetic viewpoints. They know what they stand for. They know what they believe.

So if you aren't loud and proud about your viewpoints, why not?

Are you afraid of what people will think of you?

Are you worried about disappointing your friends or family?

Are you swimming in the opposite direction of what the guru of the moment is saying?

Sharing your viewpoints is scary, I know. The peer pressure to be average is intense. But when you develop strong viewpoints, you know what you believe. You know what you stand for. And you have the courage to do things *your way*.

The world doesn't need anymore ordinary products & services. And the thing about ordinary products & services? NOBODY CRAVES THE ORDINARY.

So please feel free to borrow my bossypants :)

N^o2

USE YOUR VIEWPOINTS TO DESIGN YOUR SERVICE

The second purpose of cultivating strong viewpoints is to help you develop your service.

And a simple way to do that is to ask yourself ...

- What's the service I'd want to buy?
- What's the service I want to deliver?

Here's an example of how I used these questions to develop my sales training.

As you know I love sales because it's THE key to entrepreneurs growing their businesses. And learning how to sell also increases their confidence in EVERY area of their businesses.

And yet for a lot of people sales can feel unnatural and scary, because they think they need to 'do it right' or 'close the sale'.

Naturally, if you focus on either of those outcomes ... you're willfully putting yourself in a pressure cooker. And of course, you're going to feel scared about having a sales conversation. Nobody wants to screw up, look bad, and then not make money on top of it.

So in my sales training, I give my clients permission to simply practice.

There's no need to do it right. Or close the sale. I just want them to have FUN. And get comfortable talking to potential customers, asking them questions, and sharing about the product or service they are selling.

Then to further develop their sales-skill-set, I give them a cheat sheet to review after they've had a sales conversation.

Example ...

- What worked?
- What didn't work?
- How was YOUR ego/fear in the way?
- How did YOUR ego/fear get out of the way?
- What did you learn?
- Where did you step outside of your magic & methods?
- Did you do what was best for your potential customer?
- What will you do differently next time?
- What did YOU learn?

And once my clients have debriefed on their own, I encourage them to email me, or send me an audio message on the Voxer app to let me know how it went, what they learned, and to get further personalized coaching so they can become a sales superstar.

Because I've designed my sales training based on the sales training I'd want to buy - and the sales training I want to deliver, each time my clients practice having a sales conversations, instead of being terrified, they...

1. Increase their own confidence. *Because they now better understand the problem they solve and the pain of that problem.*
2. Learn to LOVE objections. *Objections give information on how to better serve your customers.*
3. Become a better marketer. *Because in a sales conversation people will share information they would never share on social media.*
4. Get comfortable asking for the sale. *Without attachment to the outcomes.*
5. Have FUN!

Having my clients get LOTS of practice asking for the sale, debriefing after each conversation, and then checking in with me for personalized coaching is one of the many ways I used my viewpoints on selling to develop my sales training.

Now it's your turn to use your viewpoints to design your service. So to get started ask yourself ..

- What's the service you'd want to buy?
- What's the service you want to deliver?

When you think about what you offer, what do you geek out on?

As you know I geek out on getting RESULTS for my clients. So every offer that I have ever created always has intentionality and intensity built into it.

LISTEN TO THIS: The American Society of Training and Development (ASTD) offers these statistics on the probability of completing a goal:

10% when you hear a goal

25% when you consciously decide to adopt it

40% when you decide when you'll do it

50% when you plan how you'll do it

65% when you tell someone about your commitment to doing it

95% when you establish a specific accountability appointment.

That's why in my business accelerator, MARK'D Women, each week, my clients are required to fill out an Action & Accountability Report - because I want them to have a 95% success rate of achieving their goals.

Get clear on the aspects you geek out on, and you'll be clear on how to design your service.

Now if I ever get around to designing my luxury handbag line, when it comes to handbags one aspect I'm always thinking about is what does the handbag look & feel like once I'm actually caring it.

Some handbags, like shoulder bags that are held close to your armpit, need to have a softer structure. Otherwise it feels like you're carrying a cardboard box under your arm. *And then you end up awkwardly walking down the street like a robot.*

And other handbags need way more structure, like a clutch.

I remember there were two handbags that I bought in the early 2000s - one was a Missoni and the other one was a Bally. While the designs were insanely beautiful, I actually had to go inside of them and rip the seams out and glue in a stiffer material so that the bags would hold their shape. *Once I did that they were actually usable and still beautiful!*

I swear some of these designers create beautiful products but they never actually test them out on the street. And that to me is where the real magic happens. Is this luxury product functional? #MyViewpoint

Get clear on the aspects you geek out on, and you'll be clear on how to design your product.

Next question: How do you love to work with customers ...

For service based businesses, is it ...

- One-and-done
- A VIP day
- A retreat
- A retainer
- A workshop
- A group experience
- A long term contract

For me I am all about the group experience. In fact it's the only regret that I have in my 14 year business coaching career. That I didn't jump into group coaching it from the get go. I thought that I needed to build up my roster of one-to-one clients before I could do a group program. When the truth is I accelerate in group coaching programs. I just have more of a confidence and I'm better being in front of a large audience than sitting one-to-one. Plus, I love the energetic dynamics of women who come together for the same purpose and then work their asses off to achieve it.

Get clear on how you love to work with customers, and you'll be clear on how to design your service.

For product- based businesses, how do you love to work with customers ...

Selling online?

Creating made-to-order?
Creating limited-editions?
Creating for the mass market?
Wholesaling?
Having your own boutique?

For me and my handbag line? I will focus all of my energy on selling online. Then once I had built up traction I would put energy into having high-end-retailers like Barneys New York and Henri Bendel carry my handbags. Even if I didn't make as much money selling my handbags to Barneys New York, it's great PR. So I will be willing to do that.

I would also design each handbag so that whenever a woman picked it up she felt P.O.W.E.R.F.U.L. Do you remember power suits from the 1980s? Will these would be power purses. And whether a woman ever bought my power purses or not, the brand alone would make her feel unstoppable.

Get clear on how you love to work with customers, and you'll be clear on how to design your product.

Next question, for service based businesses, get very clear on where excel ...

Do you excel at ...

- Educating your customers
- Training your customers
- Coaching your customers
- Putting together plans for your customers
- Implementing plans for your customers
- Consulting with your customers
- Handling the details for your customers

For me? I excel at being a psychic bossy pants. I can always see exactly the next steps people need to make that is going to push them to greater revenue, and a bigger presence, and platform. I see unseen opportunities for them, and I excel at motivation. Not the rah-rah-rah cheerleader kind of motivation. But the whip-leader kind of motivation. *Get off your ass and let's do this thing!*

Get clear on where you excel, and you'll be clear on how to design your service.

For product based businesses, get very clear on where are excel ...

For me and my handbag line?

I will definitely excel in customer service. One of viewpoints is that excellent customer service gives people the confidence to purchase. And is a HUGE part of your brand.

Especially because I will start out selling my handbags online, I really get that a handbag is an investment and you want to make sure that you are going to get your money's worth. I want my customers to be absolutely in love, over the moon in love, with my handbags. So I want her to get cozy with it in the comfort of her own home. Even take it out for a test ride it to make sure that it's a functionality meet her high standards.

I would rather lose a sale than lose a long-term customer.

Get clear on where you excel, and you'll be clear on how to design your product.

Last question! Get clear on your personality style ...

Are you ...

- Snappy
- Compelling
- Provocative
- Funny
- Endearing
- Sharp
- Luxurious

Me? I'm a lot of things. But I'm definitely provocative with purpose.

So I'm always asking myself how can I push the envelope? How can I be just a little bit more naughty? What kind of daring move can I make today?

Think about this, I have a best-selling BUSINESS book called Think Like A Stripper.

Some people have told me it's the best book on business they've ever read. And because I believe business should never be boring, I can only write a book about business that's super fun & catchy.

Get clear on your personality style, and you'll be clear on how to design your service.

For my handbag line? I dream of creating for the woman who does not need one more handbag! But she's in love and can't stop herself! My handbags might even cause arguments between her and her significant other. But I'm OK with that because sometimes a woman has got to put up a fight for what's her's.

Get clear on your personality style, and you'll be clear on how to design your product and your service.

Get clear on the aspects you geek out on, and you'll be clear on how to design your product or service.

Get clear on how you love to work with customers, and you'll be clear on how to design your product or service.

Get clear on where you excel, and you'll be clear on how to design your product or service.

There's always a market for what you do. So take the leap...

Nº3

TURN YOUR SERVICE INTO A PRODUCT. AND YOUR PRODUCT INTO A SERVICE.

Remember when I told you that selling my business coaching was the biggest sales challenge I ever encountered because I was selling an intangible item? And that it took me awhile to figure out how to sell my business coaching - but once I did, I made 6-figures in six months. Well, the biggest shift I made was that instead of marketing my service as a service, I positioned it as a product.

Because it's wayyyyyy easier to sell a tangible product, then it is to sell an intangible service.

This is why you never see services sold on QVC. Just products.

So imagine that your service is actually sitting on a shelf in a store, in a cute little package. It's got your branding, your look, your vibe, your personality. People can pick it up. They can look at it from all angles.

When you position your service as a product, instead of it being a nebulous, hard-to-describe-thing-that-you-do, it becomes an easy-to-talk-about-tangible-item with:

- distinct deliverables
- obvious benefits
- compelling features
- a clear money-back guarantee
- social proof that sells

Once those 5 essential items are nailed down, you'll be able to clearly see the TRUE value of what you offer.

And you'll know exactly what you're selling.

How to market it.

How to talk about it.

How to position it.

Even better, once you know the TRUE value of your offering, you can calculate a price you feel good about. And a price your customers will gladly pay.

And the great news is ... once you've designed your service like a product you're done. You're done. You're done. You're done.

You never ever have to go through the design process again. And there's no more doubt, no more second guessing, no more confusion about what you're actually selling.

And it's simple to market and sell it :)

Make this simple shift and give your service TANGIBLE, LIFE-CHANGING value. Transforming it in your prospect's mind from "That's nice" to "I need it NOW!"

Ok, get ready for a plot twist!

If you have a product-based business, I want you to think about your product as a service.

I know, I JUST said that it's wayyyyy easier to sell a tangible product than it is to sell an intangible product. But here's why I'm twisting the plot.

There IS an advantage that service-based products have over actual physical products.

And here it is ... Service-based products provide a service! So you feel like you're changing lives rather than just selling a product.

But what most product-based businesses struggle with is keeping their sales momentum going because they haven't positioned their product like a service.

And so much of my desire to help women succeed in sales comes from watching other sales coaches tell their audiences that success in selling is all about close rates.

You know ... "Get the deal done. No. Matter. What."

And while yes, of course, you want to close the deal. You don't want to become a **transactional** salesperson in the process.

Because when you're a **transactional** salesperson – someone who tries to close the deal no matter what – you end up feeling like a hot dog vendor hawking wieners at the state fair.

Hot dogs for sale!

Get your hot dog!

2 for 1 hot dogs!

Nothing against hot dogs. Or the state fair. (I genuinely like both.) It's just that this kind of intense selling is exhausting. And makes you HATE your business.

And it's the kind of yucky selling that I did when I was a stripper.

It went down like this.

"Hello. My name is Bianca. Give me all your money and max out your credit card. And when you're out of cash and credit? We'll forget we ever met. Ok? Great!"

I would do almost anything to make money.

And if you read Think Like A Stripper, you'll see how creative I had to get to make money stripping.

Like when I would club customers over the head with my tiny velvet handbag, pull out a piece of their hair and whisper in their ear a voodoo curse I made up, "Dumballa Dumballa Dumballa." I would then tell them the curse could only be lifted if they bought a lap-dance from me.

Pure underhanded transactional selling works in a strip club. But it doesn't work in building a long-term sustainable business that's packed with perfect customers who love you just as much as you love them.

Selling is transformational when you ...

- Give your audience a ton of value – by educating them about your product or service
- Focus on building long-term relationships – instead of only emailing your list when you need money
- Help your potential customers make smart investments with their money – not everyone is going to be a perfect fit for your product or service

- Share your best self with them – and show them that you have a personality
- Give a damn about your customers – and don't treat them like a paycheck

When you make a commitment to play the long game in your sales & marketing, you become a transformational salesperson.

And you LOVE, LOVE, LOVE selling.

So today's the day. You get to choose.

Are you going to be a transactional salesperson?

Or are you going to be transformational salesperson?

So here's the big secret for you product-based businesses, **when you position your product as a service - instead of a one-time-transaction - your business will be packed with fun & freakish excitement, for both you AND your customers.**

These are important necessities that keep your sales momentum going, day after day, week after week, year after year.

It's soooo easy to burn out selling physical products if you don't feel a bigger purpose. If you don't feel like you are changing lives. So you've got to turn your product into a service.

- If you design hand-made-stationery, you don't just sell stationary. How does your stationary enhance your customers' lives?
- If you design planners, you don't just sell planners. How do your planners contribute to your customers' vitality?
- If you design invitations, you don't just sell invitations. How do your invitations make your customers feel when they send them?

So bottom line? Position your product as a service. And if you have a service, position it as a product.

SUCCESS STORY

AUTUMN TOMPKINS, THE GRUMPY GRAMMARIAN

I used to be a copywriter-for-hire... slingin' ink for the right price.

I had good intentions — write copy for business owners, so their prospects would buy from them.

As soon as I landed my first client, I put my head down and never came up for air.

Clients were just a means to get money.

And growing my business? I thought that was something that would happen on its own.

My marketing plan was simple...

Find clients. Write copy. Get money.

Rinse and repeat.

5 years later, I burned out.

Part of that reason was because I put my business last. The other part of that reason was because I didn't know what I stood for.

Who was I as a business owner & copywriter and what did I believe in?

With Erika Lyremark's help, I figured out the boogie man was real. And her name was Autumn.

Before Erika, I treated people like transactions. I never put effort into growing my business. I never expressed my personal opinions. And fun wasn't something I should have doing business.

But once I learned about Erika's viewpoints on using viewpoints to design your service, I discovered that, as the saying goes, "stand for something or fall for anything."

Because my business and life and my viewpoints were so out of alignment, I was falling into the burnout pit.

But when I made the decision to embrace my grumpy self, I started to succeed in business.

I evaluated where I was, and where I wanted to be, and what I love to do.

Because of that, I discovered I had so many personal opinions about what was missing from my industry.

Copywriting teachers can teach you to sell, and they teach you tantalizing tactics & formulas to craft...

- Killer headlines
- Powerful calls-to-action
- Unique value propositions

But it's missing one critical part of the process — copy editing. The ability to recognize whether what you've written makes sense and whether it connects.

Because it's not about how great a writer you are, it's how well you copy edit.

I knew I could take word vomit and spin it into word gold that everyone loved to read. So I transitioned from copywriter to copy editor. I would spot certain words and phrases in copy and tweak them, so the writing made sense and connected with readers on a deeper, more memorable level.

I started to share helpful tips and was vulnerable with my email subscribers.

And I made a list of how I wanted to move through the world.

My rules —

- 1.) I make connections without expectations. People are not transactions.
- 2.) I add value to everything I do, so people feel loved, appreciated, and helped.

- 3.) I'm an expert. No one can take that from me. But I don't know it all. There's more than one way to do something. And I stay open to that possibility.
- 4.) Language evolves. And so do I.
- 5.) Language isn't about conforming to stodgy old grammar rules. And I don't believe in or do that either.
- 6.) When I have fun copy editing, my perfect partners will have fun.
- 7.) Everything I share must follow the Triple F rule. Flowing. Flawless. Fun.

When I started living by these rules, I found my perfect partner clients—people who move through the world the way I do.

And these rules allowed me to share my viewpoints (what I believe in) without hesitation.

For once, I put myself into my business and I put my business first.

Because I believe copy editing should be fun.

And from that, I was able to expand my viewpoints to...

1. Copy editing isn't about memorizing grammar rules. It's about learning how to write faster, better, stronger copy.
2. Grammar, spelling, and punctuation do not define editing. They're only part of the process.
3. Language is a living tool that evolves — stodgy old grammar rules need to evolve with it.
4. Using examples and repetition make learning copy editing fun, fast, and easy. And it makes your copy editing & grammar skills intuitive & instinctual.
5. You don't have to be a great writer to create engaging copy. You just need to know how to copy edit.
6. Copy editing is a skill that anyone can learn.

Deep down, having fun while copy editing is sacred to me—like my childhood and memories.

And I think of it like...

Emptying your Halloween candy bag when you got home from trick-or-treating.

First, you dump it on the table. (That's brain-dumping your thoughts onto paper.)

Second, you check it for damaged candy and throw those pieces away. (That's editing for clarity.)

Third, you take out the pieces you don't like to eat. (That's editing to make your writing concise.)

And fourth, you trade the candy you don't like with candy from your siblings or friends and add those pieces back into your pile. (That's editing where you add words back into your copy to make your writing compelling.)

What are you left with? Only the most clear, concise, and compelling piece of copy. Something that your audience will read and want more of. Like their favorite Halloween candy.

Once I expanded my viewpoints, I was able to get hyper-focused and super intentional — growing my business, forming lasting client relationships, and having FUN.

Because of that, in June, 2018, I offboarded my final copywriting client. And created Copy Edit School — a 4-week course where I teach women business owners & copywriters how to edit their own copy so it connects with their readers on a deeper level through clear, concise, and compelling copy.

Now, I'm moving through the world on my own terms...and showing women business owners & copywriters that their writing can be flowing, flawless, and fun. All through copywriting's best kept secret...copy editing.

THE INVITATION

Make Your Next Move - So You Can Launch, Scale, Or Go Premium In Your Business

FREE 15-MINUTE PRODUCT STRIP-DOWN

The fastest way to implement the strategies I shared with you today is to [book a \(totally FREE\) 15-Minute Product Strip-Down.](#)

I'm going to lend you my business brilliance and help you undress your product or service and strip it down to its core. And get rid of anything that's holding you back.

I'm an expert at moving you forward on 3 specific paths, depending on where you are right now:

: **Path #1** - *Launching your business* with your product or service (Is your idea viable? Is it viable for YOU? Is it what you really want to create?)

: **Path #2** - *Scaling your business* with your product or service (Can you scale your business on this product or service alone? If so, by how much?)

: **Path #3** - *Going premium* in your business (How can you increase the value of your product or service? Then raise your prices? And do it in a way that feels amazing to you and THRILLS your customers?)

Which path is right for you, right now? Let's find out.

Whether you want to launch, scale, or go premium with your product or service, I'm famous for being able to create a vision to move you forward, and set your energy in motion on the path to your Red Carpet Dream. It all begins with your next move - so talk with me and let's figure out what that is.

So hop on over here and [reserve your own](#) 15-Minute Product Strip-Down.

ABOUT ERIKA LYREMARK



Erika Lyremark (Lira-mark) is a business development coach and the mastermind behind [The Daily Whip](#), where she dishes out business advice for BOLD women.

Showing early entrepreneurial skills when she let her brother throw a pie in her face for \$5, Erika wheeled and dealt her way through high-school, earned degrees in Apparel Design and Women Studies (with an emphasis on China Studies), spent 9 years swinging around a stripper pole, went on to co-create a multi-million dollar commercial real-estate investment company, and now helps women create, market, and sell their products & services.

Erika documented her experiences in her best-selling book [Think Like A Stripper](#), lauded by Dan Pink as “a smart and provocative read”, while Shark Tank’s Barbara Corcoran says “Erika will not only whip you into shape with her wit, humor, and no-nonsense advice, but show you how to bounce back from failure and become the confident sales superstar you’re meant to be.”

Running her business from an elegant (of course!) and secret location, Erika spends her leisure time...

Drinking green smoothies,

Eating take-out with her hunky husband,

Admiring photos of Elo – her adorable adopted orangutan who lives in Indonesia.

And texting the Bugatti headquarters with suggestions on what to call the next generation of sports coupes. The *Lyremark*, of course.

'The truth about Ms. Lyremark: this woman eats, sleeps and breathes BUSINESS.

She can't step into a salon, restaurant, or post office without insta-cataloging 17 ways the biz could be stronger, more irresistible, more elegant – and her instincts are impeccable.

Better still: She genuinely LOVES her clients – with fierce pick-you-up-by-the-scruff-of-your-neck-cuz-it's-good-for-you devotion.'

– Alexandra Franzen, Author, 50 Ways to Say You're Awesome

'She's like Seth Godin, only with great hair and a mad sense of style.

Erika observes. She notices. And she turns her one-of-a-kind views on business into entertaining stories and actionable insights her clients can actually apply in their day-to-day.

When you enter Erika's orbit, you immediately feel heard, seen, and valued. And that feeling never goes away. Once you enter the inner circle, you're IN for life.'

– Kira Hug, Conversion Copywriter

'Erika is like Anna Wintour – except for business. Inspiring, Immaculate insights, opulent opinions, amazing taste, drive, vision!

With most people that I look to for their opinions, I take their reactions, advice with a grain of salt, glean from it little tidbits of advice that resonate, ditching others- but with Erika, what she say resonates so much I take that as the final word (like Anna Wintour)!'

-Sarah Ashman, Creative Director + Style Maker