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2022
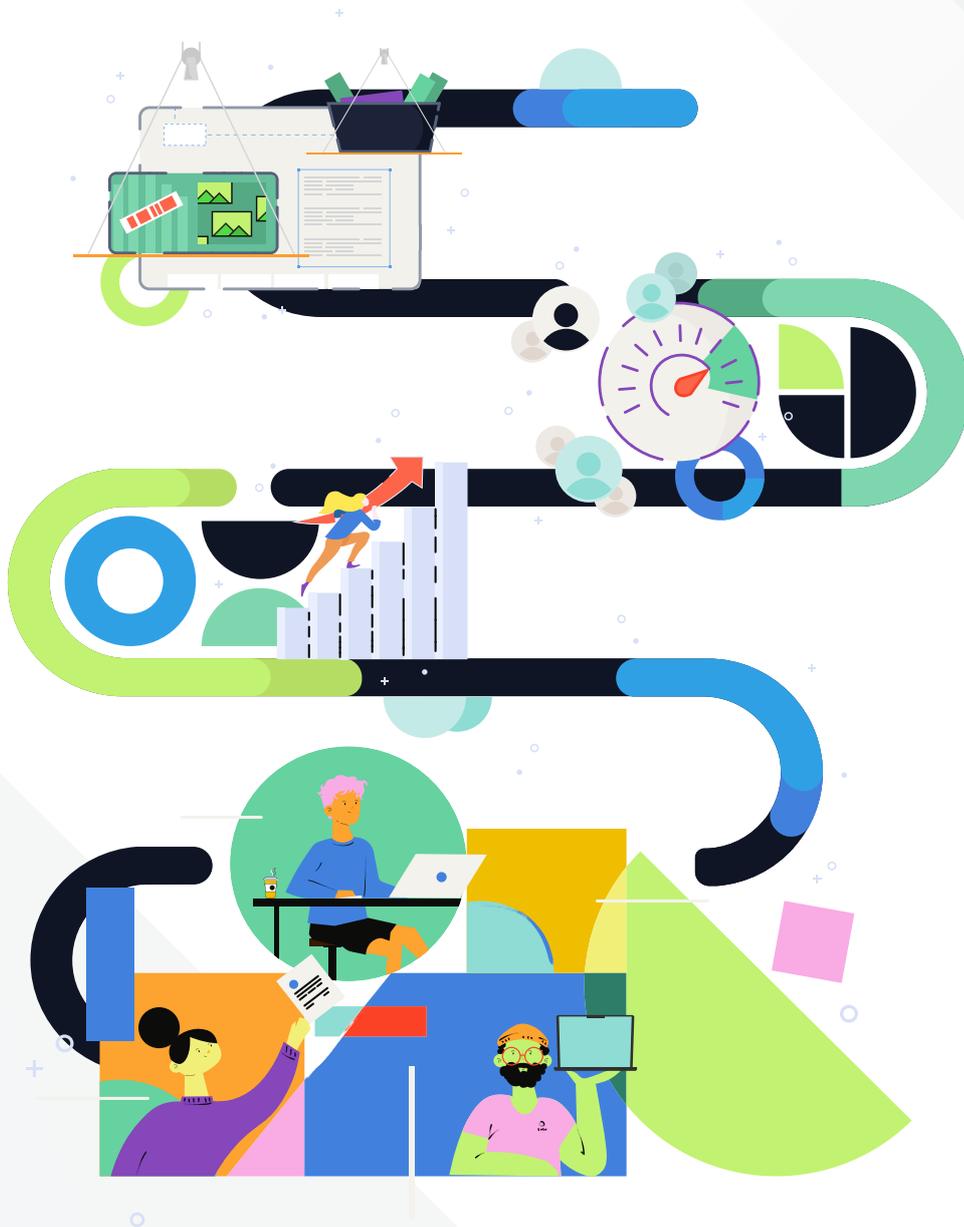## STEPS TO SUCCESS

CREATIVE COMMERCE

The Promise

If you are a designer or creator, and you are doing good work, how would you like to wake up to orders and sales in your inbox from your online store, wouldn't that be great.

> Stick with me for a few minutes and I'm going to tell you a story about Louise, Dan, and Jo, who are doing just this using the Creative Commerce Engine, I'll talk about that in a moment, but first of all, I want to talk about the struggle that most designers and creators have...

The Problem

If you are a designer or creator, and you are doing good work, how would you like to wake up to orders and sales in your inbox from your online store, wouldn't that be great.

> You have spent lots of time and money in getting your designs and products created, upload-ing them to your online store yet sales are disappointing: this problem is seri-ously holding you back.

Common Myths

1. Most people believe that if they create an online store and successfully add their products, they will be able to wake up to sales whilst they have been asleep and this is just not the case, it's not your fault but there are other factors at play that are probably preventing you from increasing sales online.

2. Creating an online store and adding your products is one part of the equation, but there are a bunch of other factors at play that are getting in the way and I'm going to go through these in a minute

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The Story

My name is Paul Taylor and over the last 20 years, I have worked with numerous, talented designers and creators. I have successfully narrowed my focus down to one thing: **helping designers and creators increase their sales and revenue.**

Why? The truth is your potential customers want to buy but **three possible factors** are preventing this:

01
They are probably unaware they can buy from you.

02
They are being bombarded to buy other things online, your business is engulfed online by other stores claiming your customer time and attention.

03
The platform you have used to sell online is just not built in a way to expand your reach and awareness.

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I want to talk about that because typically most people start with a **Facebook Page** and then progress to something like Wix or Shopify and I going to talk about the problems with the technical stuff in a minute.

My mission is to help your customers **find** you, **discover** your products and **buy** online from you.

That's why we built the Creative Commerce Engine, our most successful designers & creators we've worked with, who are doing up and over **500,000** a year, use the Creative Commerce Engine and the heart of this is WordPress.

Why **Wordpress?**

WordPress is going to get you a wider audience than if you just use your Facebook Page, using a Facebook page is great, though the truth is only **about 2%** of the people who follow your page are actually going to see your stuff unless you run ads.

The only reason to have a Facebook page is to be able to run ads.

If you have your products on Wix or Shopify, that is still not great, the idea of build it and they will come, does not work.

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SEO

WordPress is the best option from an SEO point of view, its going to get you more traffic from search engines, and its significantly more flexible so you can **customise** it, over time and gear it to be the engine that drives your business forward.

The great thing about WordPress is it comes with plugins one example is the Yoast SEO plugin so when you put anything on your website, it gives you a **traffic light rating** (red, yellow, green) and tells you whether or not that content is optimised for search engines.

Rookie Mistakes

If you do decide to do this yourself one of the big rookie mistakes that people make is **not installing an SSL certificate on their website** to make it secure and if you start to collect data and credit card details (which we think you should) then you have got to have an SSL certificate otherwise **people won't trust your website and Google will penalise** you, so make sure you install one.

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Power Tips

If you really want to increase the likelihood of someone buying from you,
I recommend that you focus on great Call To Actions (CTAs).

- Good CTAs include Add to Cart,
- Buy Now
- Subscribe Now
- Sign Up

These will all increase conversion rates, which means more sales and increased revenue.

The Process

1. Understanding your customers

2. Catering for both trade and retail

3. Leveraging tech to save you time, keep you sane and enable you to scale

4. Optimising your website for conversions and create follow up sequences to increase sales

5. Increasing brand awareness through PR and print media values of trade customers

6. Effectively managing stockists, increasing order frequency and order

7. Expanding agents and reps' numbers and managing them effectively to gain even more sales

8. Defining, targeting and gaining new trade customers to push your designs/creations as well as your brand forward

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Case Studies

Louise worked with us using the Creative Commerce Engine and increased her **sales last year by 270%** (that's not a typo).

Jo utilised our Creative Commerce Engine in her business and **sold over 68,000 products within the first 6 months.**

We applied our Creative Commerce Engine to Dan's business, and his **online sales increased by 70%** within the first year.

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So, here's the thing, you could spend months or even years to figure out how to truly build a successful business.

Or, you can work with us and just get it done, like Louise, Dan, and Jo.

Right now I'm looking for a few more of my dream clients to become our next successful case studies. If you meet the following criteria, we'll start by working together on an **Ecommerce Exploration Session.**

We work with three types of clients:

01 Designers/Creators who are ready to grow or scale their business.

02 People who are 100% committed to taking action and investing in their future success.

03 People who are prepared to listen, implement and have an abundant mindset.

If this feels like you, then let's get you on a call!

Click Here

How It Works

During the Ecommerce Exploration Session, we'll help you get clear about what a successful 12 months looks like.

We'll dig deep into your online store and business to see what's working and what's not.

Then we'll identify the hidden roadblocks that are holding you back, and they're not usually ones that immediately come to mind.

Finally, we'll map out a 3-step action plan to get you on your way to achieving your goals fast. I promise you'll leave this session feeling clear, confident and excited about the future.

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I'll be honest, it is not cheap working with me and my team, but most of my clients get a positive ROI within the first few months and want to continue working with us past the initial 12-month commitment because they get results.

Let me just clear up who this is NOT for:

! **People just starting out with no traffic, no sales, no stockists**

! **People who make excuses, complain or blame other factors**

! **People who are 'infotainment addicts' and don't take any action**

! **Anyone not 100% serious about growing their business - I'm sorry but I just can't help you.**

We Promise...

So, if this feels like you're a good fit, click the button below and complete the application form on the next page for an E-commerce Exploration Session.
If you are application is successful - and you'll find almost immediately - then schedule a time directly in my calendar and we'll get to work on putting together a plan for you.

At the end of the E-commerce Exploration Session, if I think we're a good fit, I'll extend an invitation for you to work with me and my team to install the Creative Commerce Engine in your business. If we're not a good fit, that's totally okay too - we'll part ways as friends and you'll still have a great plan to work on.

My calendar is filling up fast and this opportunity is very limited because of the intense workload of doing these 1-on-1 sessions.

I also don't invite everyone to work with us as I want to make sure all of my clients get great results and make a great ROI.

So, click the button and fill in your application and I look forward to meeting with you soon!

Click here, let's get on a call!

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