ONLINE SALES BEST PRACTICES
How to Hit Your Goal

Raise More Money in Less Time with Less Effort

SOCIAL MEDIA
• Use images, videos & live-streaming features
• Encourage your friends & family to share your posts
• Send your URL via direct messages
• Leverage your profile picture & cover photos
• Publish content 2-3 times per week, before 8am, between 12-3pm & 6-9pm

EMAIL
• Build a list of contacts & keep track of who you emailed, who ordered & who you need to follow-up with
• Use the Trail’s End email feature within your personalized selling webpage
• Ask your parent(s) to email your URL to their co-workers
• Send emails on Tuesday or Thursday between 10-11am & 8-12pm

TEXT MESSAGING
• Have your parent(s) text your URL to friends & family
• Encourage your friends & family to share your URL
• Within your contact list, text your URL to one person from each letter of the alphabet

YOUR SCOUTING WEBPAGE
• Add a profile pic
• Fill out your Scouting bio
• Choose a favorite product
• Add additional Scouting photos & videos

Be sure to visit Trails-End.com for more info!