

Rising Tide Startups Podcast Listener Feedback Summary

Jena Proctor

"Pinterest Expert"

2/20/18 Season 1, Episode 8



Obstacle 1 – How can you overcome the fear of asking for the sale? How to avoid being too passive?

1. Focus on the customer, not you. Often times when we are afraid to push for the sale it is because our focus is on ourselves, and making sure we are not trying too hard to "close" the sale. Try walking the client through the process of working with you and letting them know what they can expect as they work with you. This gives them a sense that this path will be beneficial for both you and the client.
2. At the end of the day, you are in business to pay your bills and ultimately make money. That is the core definition of business. Believe in your product so much that you have a deep sense that you are depriving the client if they do not purchase it.

Obstacle 2 - How to create good, accurate and engaging sales copy?

1. Step one is getting really clear about who you are trying to serve specifically, your ideal client. Understand what their specific pain points are - similar to what Rising Tide Startups is trying to do through the podcast.
2. Another key to writing good content, is to constantly be listening to what your tribe is saying, what they are really asking for.
3. Simply, concisely and clearly state how your service offered is going to meet their stated needs. That is the equation for good business content.

“There is no elevator to the top... you have to take the stairs!”

“GO FOT IT! Stop waiting!”

- Jena Proctor

RTS Episode Page - Rising Tide Startups - [Episode 8 - Jena Proctor](#)

Jena's website - jenaliat.com

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Pinterest Advice from Jena:

1. Pinterest is a search engine.
2. Tell your customers to “click here!”
3. Pinterest is a key word bank. Use it!
4. Use 2 or 3 key hashtags.
5. Fully optimize your posts!