



PLUG YOUR PROFIT LEAKS

WORKBOOK

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- ☐ I have defined my purpose and identified the people I want to help
- ☐ I know exactly and specifically why I am the ideal person to help them
- ☐ I have started creating/am creating more visibility online
- ☐ I am actively discouraging and disqualifying the wrong audience
- ☐ I have built a set time into my daily routine for social networking
- ☐ I have diversified my networking into:
 - Niche forums
 - Membership sites (paid and unpaid)
 - Facebook or LinkedIn Groups
 - Local events or organizations
- ☐ I am focusing on groups and membership sites with a culture of paying for goods or services
- ☐ I am using a reliable Autoresponder system
- ☐ I understand thoroughly the drawbacks of using “free” Autoresponders
- ☐ I have ensured that whatever Autoresponder system I use, I will be able to migrate my list, should I ever change providers or systems
- ☐ I have ensured my Autoresponder system allows me to:
 - Set up multiple lists
 - Set up different broadcast and follow-up email series
 - Perform basic tracking
 - Migrate subscribers to different lists automatically, based on actions they do or don't take
- ☐ I have chosen the simplest, most logical and cost-effective Autoresponder option

- ☐ I have read the fine print on all merchant platforms, and ensured my choices contain the most appropriate features and options for my business
- ☐ I have identified hidden Autoresponder:
 - Advantages
 - Dangers
 - Costs
- ☐ I have considered outsourcing my Autoresponder.
 - Set up
 - Maintenance
 - Content creation
- ☐ I have considered automating certain systems, such as:
 - My client scheduling system
 - My payment system
- ☐ I have made an outsourcing plan based on increasing my ROI by investing in outsource solutions
- ☐ I am aware that I need to outsource wisely, in an informed manner
- ☐ I have created a Master Business Manual for my business
- ☐ I am creating and implementing systems and protocols my VA or other outsource contractors can use
- ☐ I have ensured that I don't allow leaks in my free incentive by:
 - Disqualifying people who won't buy or aren't my target audience
 - Finding out what the best incentive for my perfect, paying customer or client should be
 - Having a specific goal for what I want this free gift or incentive to achieve
 - Slanting my content specifically at my ideal paying customer or client
 - Including strong calls to action
 - Monetizing my incentive

- ☐ I am focusing, with every action, on what I want my ideal customer to do next
- ☐ I have created a monetized, targeted exit strategy in case potential clients decline my main offer
- ☐ I am looking for opportunities to monetize every step of my content in a natural manner (without antagonizing my ideal client)
- ☐ I am getting into the habit of putting myself in my clients shoes and asking myself:
 - “What else is she looking for?”
 - “What can I give her for free that will add phenomenal value to her experience with me, keep her loyal and make her turn to me for solutions first?”
 - “What paid product can I offer her that will bridge the gap, make her a better client or help her to make the most of my awesome coaching?”
 - “What extras can I offer that she will be happy to pay for? To download for free?”
 - “How can I help her fast-track, if she wants to do so? Or go slower, if she’s not ready emotionally for full-on coaching?”
- ☐ I am anticipating, planning for and creating:
 - OTOs (one-time-only special offers)
 - Upsells
 - Alternatives
 - Go-withs
 - High value extras
 - Recurring-income programs
 - A strong affiliate program
- ☐ I am providing my affiliates with:
 - Training
 - Resources
 - Incentives
 - Rewards

- Benefits
 - Special deals for their subscribers
 - Bonuses
- ☐ I have decided on the best affiliate management system for my needs:
- Using a script or plugin
 - Hiring an affiliate manager
 - Going with a third-party solution
- ☐ I have reviewed and tweaked (or created) my customer service system
- ☐ I am providing fast, efficient, professional (and branded) customer service via:
- A help desk ticket system
 - A VA who specializes/is experienced in customer service
- ☐ I have ensured that my customer service system (and all my other systems) allow for future growth
- ☐ I am keeping my products and packages streamlined around a single, strong theme
- ☐ My marketing campaigns have specific, strong goals
- ☐ I am releasing and promoting content and products regularly and consistently
- ☐ I have analyzed my financial habits and made sure I am using the most cost-effective options for my business
- ☐ I have eliminated sources of cash leakage
- ☐ I am re-investing money saved from the financial tweaks I have made into generating more income
- ☐ I am tracking all my metrics and tweaking products, websites and elements to perform better

- ☐ I have identified what is working spectacularly well
- ☐ I have identified what is not working well at all
- ☐ I am giving people more of what they like
- ☐ I am removing what they don't like
- ☐ I am tracking results via metrics provided through my:
 - Social posts and interactions
 - Website interaction and comments
 - Platforms I use (e.g. shopping carts, Autoresponders, social media management suites)
 - Apps
 - Membership sites
 - Sales systems (e.g. lead pages)
 - Client scheduling software or systems
 - Advertising
- ☐ I am planning ahead, anticipating potential leaks and making sure they don't happen
- ☐ I have created a concrete, effective, system for running my business at maximum profit!