



# **PLUG YOUR PROFIT LEAKS**

## **WORKBOOK**

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Use this printer-friendly, fillable workbook to convert ideal free session takers into loyal regular clients who rave about your business.

## Step 1

Determine who you want to help:

What can you do to help the most?

How can you do it in a way no one else can?

Why you are their best choice:

Increase your visibility with this specific audience through:

Social media interaction:

Forum/membership site interaction:

Maintaining a consistent presence and conversation:

Keeping posts relevant to their interests and needs:

## Step 2

Disqualify the wrong potential customers and clients.

Who I do NOT want to attract:

Who currently is attracted to my products/profiles and why? What am I doing that attracts them?

What can I do to disqualify them?

## Step 3

Make social interaction with the right prospects part of your daily routine. Set a firm time daily time slot, when your ideal audience is the most active.

Determine the platforms you want to target:

Include forums, membership sites and live networking:

Answer their questions and comment on posts:

## Step 4

Set up a reliable, professional autoresponder.

Determine in advance whether or not you will need a shopping cart. If so, consider using a shopping cart that works with your autoresponder.

Select an autoresponder whose list you can migrate later, if needed.

Do not use a free autoresponder.

Make sure there are clear tutorials and excellent support if you need help.

Invest in a system that will let you segment your lists into multiple lists.

Check to make sure you find the metrics and tracking options easy to manage.

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## Step 5

Consider and plan for outsourcing.

Determine in advance which areas of your business to outsource:

Now:

Down the road:

For set-up only:

For ongoing handling and maintenance:

## Step 6

Determine how much profit you need to make monthly in order to make outsourcing profitable.

Profit:

Dollars spent monthly on outsourcing:

## Step 7

Estimate your realistic return on potential, if you start outsourcing now.

Increased income potential:

Potential profit after expenses:

## Step 8

Learn how to outsource effectively.

Research VAs that are experienced with your autoresponder, shopping cart and other business systems you currently use:



## Step 9

Determine other options that would work for you better than outsourcing at this time.

Client management/scheduling systems with payment options:

PayPal buttons.

Third party (uploading products to Amazon, etc.)

## Step 10

Ensure you have the best sign-up incentive, when you are ready to begin list building.

Do your homework and research what is most urgently needed by your ideal client. Make sure it is relevant to your main specialty and it is in the best format for your ideal client (video, report, templates, etc.):

Include a strong call to action:

## Step 11

Monetize your sign-up incentive/free gift.

Include links to a paid product as an optional extra in your sign-up page, welcome email or landing page. Make sure to include a simple but clear call to action for the paid link too.

## Step 12

Identify and set a goal for each product or campaign.

For you – my goal is:

The goal for your client:

## Step 13

Make your sign-up incentive only attractive to your ideal visitor.

Concentrate on speaking to only your ideal visitor:

Use words, phrases and content that will repel the wrong visitor:

Layout conditions that will please the right visitor:

Lay out conditions that will repel the wrong visitor:

## Step 14

Get into the mindset of your ideal client or customer.

For each package, figure out what she will want to do or buy next.

## Step 15

Create free resources and bonuses as well as paid products.

Determine what is needed:



Present each one at the right psychological moment and point in her journey. Mingle them with paid products and use them to let her know you are taking care of her needs and keep her looking to you for help.

## Step 16

Look for opportunities to add a one-time-only (OTO) special offer.

During the check-out process:



In your 'thank you' or 'welcome' email:

Your download page:

## Step 17

Determine exactly what will 'speak' to your ideal customer or client as an upsell or OTO.

Why it speaks now:

How it will enhance or boost what she has just bought:

How it will fast-track her progress:

Why it is uniquely suited to her needs:

## Step 18

Create an exit strategy so you don't lose touch with your ideal client, and you can still help her, if she chooses to decline your product or package right now.

Determine how you can monetize her exit with:

Determine whether or not her exit is budget-driven. Is it worth keeping her interest by providing a lower-cost alternative (a workbook or DIY/do-it yourself-course)?

Does she need a partial solution you can provide right now?

Which type of product will help her if she isn't quite there yet and needs to prepare for your big-ticket product, package or program?

Doesn't need full service:

## Step 19

Brainstorm more products/offers you can add to additionally monetize your first campaign and each subsequent campaign.

One-Time-Offer (OTO)

Upsells:

Alternative products or kits:

Extras/high-value extras:

Affiliate products you can recommend:

## Step 20

Determine if and how you will create and run an affiliate program.

Third-party (such as ClickBank):

Use an affiliate management script or plugin:

Hire a live affiliate manager or specialist VA:

## Step 21

Create your affiliate program.

Training: FAQ section or sheets, guidelines and rules, self-serve or affiliate-only webinars or videos, where to give affiliates their links:



## Resources:

- Banners/graphics
- Interviews
- Marketing content they can use
- Tech instructions

## Incentives:

## Rewards:

## Apps, tools and special plugins:

## Step 22

Set systems up.

Sales Tracking:

Email lists:

Automation:

- Landing Page Creation
- Self-scheduling
- Pre-payment
- Content pre-scheduling
- Finances