



# **PLUG YOUR PROFIT LEAKS**

## **IDEA GENERATOR**

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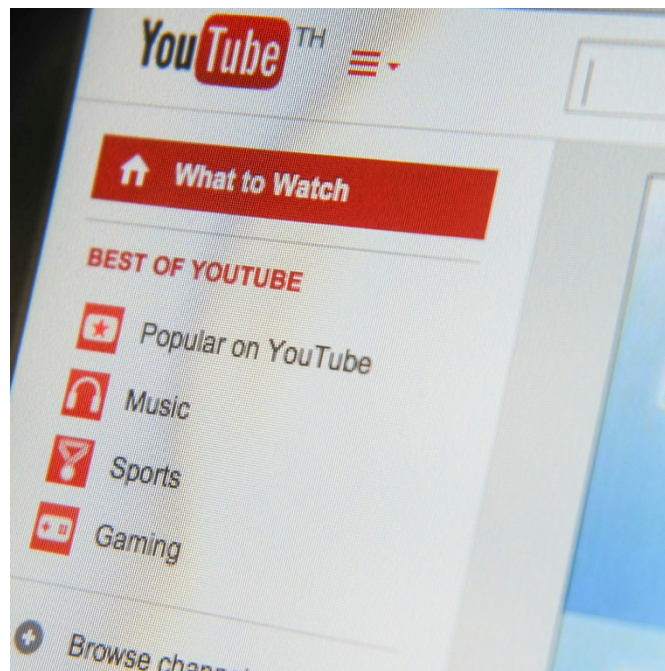
## IDEA GENERATOR

Your business is not the cookie-cutter type. Your leaks and missed opportunities for generating revenue will not be the same as someone else's. Therefore it is important to evaluate what is working and what is not. "Leaks" can cost you time and money.

We have compiled some ideas and checkpoints successful businesses use; adjust them to work for your unique situation. You should be able to find or fix these to reveal areas you can improve.

### Optimize Your Videos

Use [Annotations](#) to add clickable links right within your YouTube videos.



### Have a Blog Sign-up Pop-up Form in Every Webinar

[LeadPages™](#) "LeadBoxes" feature allows you to add a pop-up window prompting sign-up for your blog or anything else in any platform—including your webinars. LeadBoxes can be set up to pop-up at specific times, exit intent, etc.

## Follow Up – It Matters

Sometimes we may believe that this is something we are doing well.

See how many of the ideas below you are currently doing and discover new ways to follow up:

- Conference or live event contacts
- Blog comments
- Webinar interactions, questions and sign ups
- Social media posts—especially questions and complaints
- Forum or membership site discussions and questions
- Problems that go through your Help Desk or customer service

*[Add your own idea here: \_\_\_\_\_]*

***If you have told someone you would get in touch with them DO IT!***

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***Remember - Under Promise & Over Deliver. Do not make the huge mistake by not standing by your promise or intention.***

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**Send thank you notes**, and if possible, send the old-fashioned, hand written notes. You will certainly make an impression and set you apart from the other 47 people they met at the event. Let your new contacts how to reach you.

Brainstorm what you can add to give them a reason to keep your information.

Always keep your eyes and ears open for what they need next.

## Go with the Flow

Your sales funnel should be monitored and tracked. Are there any areas that are clumsy or not working as easy as designed to be? By keeping an eye on this, you will be able to spot areas that should be adjusted.

Be sure to monetize their next step with you by:

- If budget is the issue, find something that has value to *their* business that they can no-brainer afford.
- Suggest someone else's product (include your affiliate link), that will truly be a benefit (if you do not have something that is a good fit for them).

## Maximize your Signatures and Contact Boxes

Wherever you have a presence online:

Add a line and checkbox in contact or payment forms for the simple option of subscribing to your feed

Another proven strategy - include your website or landing page URL in your forum or membership site signatures, if allowed.

**BONUS TIP: GIVE THEM A REASON TO  
CLICK BY ADDING A CALL TO ACTION**

## Automate for Better Engagement and Consistency


If you have several social media platforms, groups or forums, it is important to pay attention to what is going on. This will require regular checking – so you do not miss something that needs to be addressed. You can hire a VA to manage your social media if you need to delegate.

### **You can:**

- Create an email series for every checkpoint in your sales funnel
- Create standard broadcast emails you or your VA can provide in response to common questions
- Create FAQ sections you can point people toward. Place these into your customer service and affiliate systems—or use a Help Desk software that automatically compiles questions and answers
- Automate delivery of Help responses

## Keep Contact via Emails

If you have a new client, they want to know how working with you 'works'. Having an email series ready to plug them in will automatically upgrade who you are in their mind. If you have them in the series you created for them when they signed up, do not go silent mode. Let them know and feel they matter to you. Encouraging emails as they move through the program will give them that warm-fuzzy feeling that they have an interaction with you.



*This is an excellent place to create another email series and encourage them to join you in your top-level program!*

## Track for What is Really Going On

Tracking not only sales statistics but subscriber and customer behavior patterns can help you anticipate problems, solve them before they occur and plug areas where customers are jumping (or falling) through the cracks.

Use systems like [LeadPages™](#) or JigsawBox, where tracking is not built-in, but easy to use and understand.

## Trust your Systems

You have systems in place for a reason: they provide efficient processes to keep you on track. You have tested these. You have had success with them. Why would you leave them when you are launching something new and risk making 'little' mistakes, such as the perfect program companion in an upsell? Stick with your systems!



## Don't Let Them Forget You

Do not lose ground with your 'list/community' by not keeping them engaged. After all, they did take the time to sign up for your "XYZ" so have a welcoming series and keep in touch with them so they remember you when you email you.

If you see a problem in your tracking records, do these two things:

- Narrow the gap between your download email and the next email in your series
- Be sure the "From" line clearly identifies not only who you are but what you do (e.g. "John Shiply – The Funnel Dominator")

## Monetize your Site with a "Tools I Love" Page

People are looking for trusted resources, so help them out by sharing the information (with your Affiliate link). People appreciate knowing where to go and who to trust in the vastness of internet businesses.

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*Be sure to mention if you have affiliate links and what those links mean!*

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## Upsell

This can be the 'missing link' in your marketing programs.

Think about Amazon.

When you add something to your cart, you will see 'bundles' containing what we are planning to purchase anyway along with one or two items that relate to one another. **They make it super easy for the customer to click and add extras to the order.**

This is a proven system so why not follow that example?

Don't train your customers to always buy your upsells. Train yourself to always add them!

## Make Use of Share and Follow Buttons

Use the opportunity to place 'share' and 'follow' buttons on your site is to deny yourself potential new customers. The more people interact with you (across more platforms), the more they will build trust—and buy.



## Don't Use "Token" Testimonials

Build your business while assisting others is a win-win situation. As your client's business grows, ask them to provide a specific about something you know you have spectacularly helped with. (E.g. *"What would you say working with me has done to increase your List/Community?"*)

You need to make sure testimonials contain specific "trigger" keywords that really connect with your potential customer or client.

When selecting among several testimonials, choose stories potential subscribers, customers or clients can relate to on an emotional or gut level. Make it reciprocal. Boast about your clients' achievements, feature them in your "Success Stories" section.

When it's obvious there's a real relationship and people are speaking from the heart, your testimonials will glow—and help people make the decision to invest in your services or products.

## Make it Easy for Clients to Give Testimonials—Without Even Asking

Looking for spontaneous comments in your membership site and ask privately if you can quote them. That's great—but make soliciting testimonials even easier (and far less awkward) by using a form

Make it easy—as [RebootWithJoe™](#) does.

Anytime you can do something easy for your client, the most likely they will act upon it. That is what we do in our own businesses .... make the path easy when walking the client through the funnel, right ?

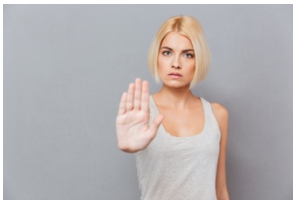
### Be Present

To have a successful community, you have to get out there and share your expertise. Help your people, help your audience and fans. Don't worry about "giving stuff away."

If someone needs an answer for something, be first with the answer! You will gain such respect of them....and your community!

### Discourage the Wrong Customers and Clients

Considering how much time, effort and resources you take to attract the right customers and clients, do not make the mistake of ignoring the wrong ones.



Let them through the door, and they will waste hours of your time—and not thank you for it. In fact, you can expect frustration on their part, demands and complaints. They can even end up damaging your reputation.

Do yourself - AND your community - a favor and do your best to identify them right away first contact—make it clear you or your products are not the right fit for their needs (and point them to the products or people that are!)

### Remove Distractions

Evaluate your website and review it as a new person will see it. Do you have tons of offers, scattered content or pop-ins showing up all before a person can even scroll to reach the bottom of the page?

Go through each page on your site and identify what you want that page to do.

Time to change the page position of anything that either carries a stronger message or simply distracts. Even the most beautifully composed web pages can distract someone to view things that have nothing to do with what you WANT them to do.

### Test your Pop-up Placement and Function

As mentioned above, your pop-up may not be working for you and distracts the viewer from what you want them to do.

Not getting the conversions you expected? Check the pop-up timing and placement. Play around with it and test the results. Popping up too early, before your visitor has had time to see if she wants to read your content? Popping up at the worst possible moment, when she has just found what she wants, and you suddenly start jumping up and down in front of her face? Popping up on exit getting minimal results?

Test different timing and placement options—and tracking the results—will help you find the sweet spot where your profits or opt-ins increase.

### Grow Your List with Care and Intention

Consider what you want your list to experience. Select your best content to share. You are creating a relationship with them. Once they ‘trust’ you, do not let them down! Watch for ways to introduce them to products that logically fits with whatever product or program they have invested in with you. This can include promoting products/programs as an affiliate, or to introduce them to your own original products and, of course, any new ones you create.

When you show you really care about them, they will remain loyal to you, even if it is something you recommend for an affiliate.

### Rescue Abandoned Carts and Re-engage Drop-outs

If someone has placed something in a shopping cart but the transaction was not completed, it could very well be any number of things that happened:

- a website glitch
- a power outage
- a crash
- your checkout process got them confused

The abandoned the sale could be because of frustration.

It is a good idea to track your sales and send out “abandoned cart” emails to the people who aborted.

The message can be as simple as “We noticed you had a problem. Your XYZ Kit is still waiting for you—complete your order now”. You can make your “abandoned cart” email creative and ‘fun’.

## PLUG YOUR PROFIT LEAKS

Plug Your Profit Leaks Idea Generator has provided areas of your business that may need some attention.

If you put yourself in your clients mindset, you will create a loyal client.

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