Novice to Advanced Marketing System

PLUG YOUR PROFIT LEAKS

TEXTBOOK

Copyright Notice

A PERSONAL INVITATION!

And a special 14 day $1 trial to the best business training resource library available

1 **Magnetize**
Every business person must have the ability to persist until they prosper by training the right mindset...

2 **Monetize**
Making money is urgent and important for ALL businesses. It's the key to financing your growth...

3 **Methodize**
After mastering sales and marketing, creating your own products correctly adds zeroes to your business...

Click here to start today!

NAMS.ws/14trial

WHAT DO INSIDERS GET?

Weekly MASTERMIND Call - What's working

30-Day Challenges - 12 months essential topics

Insiders Facebook Group - active peer community

PLR Articles - articles, report and ecourse each month

Audio & Graphics Gallery

Micro Workshops - nearly 2 dozen training sessions

Tutorial Library - Tech tool & process tutorials

Custom Tutorials - 18 essential tools tutorials

Custom Marketing Suite Software including site builder, video management, tracking, quiz engine

And much more...

NAMS
Novice to Advanced Marketing System
Team | Tools | Training

Table of Contents

Plug Your Profit Leaks

Congratulations for making the excellent decision for your business by learning how a good funnel system will change the blueprint of your marketing decisions.

More and more successful businesses are creating and leveraging their sales funnels to make their client's progression through the process easy to follow.

Imagine having the ability to smoothly move your ideal client or customer through a well-planned series of offerings designed for every stage of her journey. Present each one just as she's ready for that "next step."

By the time she emerges from the end of your first funnel, having bought several products or invested in the just the right packages or services for her needs, she is ready and positioned to leap into your next funnel.

As each offer is escalating through the price points, your ideal customer or client is happy and getting the results she is looking for. She will invest maximum dollars in your exclusive products or services. You are providing her and helping her as you build a solid relationship as her favorite go-to expert or company, but you're making maximum dollar too (with regular, recurring income).

Have you ever done this:

Create an amazing sign up incentive, but with everything new to you, your attention goes into creating and setting it up. When you are ready to launch, you think your work is done. If you are smart and a little lucky, your ideal prospect does sign up, but what then? If you do not have the next call to action for her to buy when she is looking to do, you lose that person. Possibly forever.

So, what does she do? She looks around and leaves you for your closest competitor.

That scenario is more common than you think!

If your sales funnel falls somewhere in between the no-place-to-go freebie trap and a powerful, complete sales funnel, congratulations! We are going to identify and find common leaks, fix them *and* boost your profits!

Following These Steps Will Save You Time and Stress

Measure how strong and whole your systems and sales funnels are—and use as a warning about potential leaks.

Let's start with the most obvious place:

Step One: Preparing for Success

Before you set up a list, you will determine to begin working on gaining maximum visibility. Build a healthy, solid relationship through research as well as effective social networking. You will be ready to begin to implement sales strategies, with your proper audience ready and eager to hear what you have to say.

Define your purpose and identify the people you want to help. If you do not have a clear picture of who you want to create products for and why you want to help them, your product creation is most likely be all over the place, hit-and-miss, but also mediocre and tentative. Lack of clarity will result in you presenting highly derivative offers with no strong focus. These types of offers are nothing more than pale copy-cats of other products on the markets and they won't perform well, let alone give you a sustainable income.

The Three Core Basics Toward Visibility—and Sales

- Know who you want to help.
- Why you are the ideal coach or person to help them.
- How you can do that in a way no one else can are. It also shuts the door on potential leaks.

Attracting the wrong people means bleeding out hours interacting with people who won't buy—you will be promoting products and offers that will not convert. It can be the difference between growing a business or limping through each month losing time and money.

Social networking should be natural and organic. What you share personally, should be relevant to your ideal contact—whether that's a customer, client, future affiliate, niche peer or influencer.

Simply do not bother posting stuff that will attract athletes if you want to help writers or artists or people looking for recipes. There's no right or wrong—just **"relevant".**

Do the Following

- Beginning now, build a set time for social networking into your daily schedule and make it a habit. (All the latest studies show it takes sixty-six days for something to become a real habit, so make sure you stick to your new schedule for more than two months.)
- Diversify your social content. Do not pick one or more social networks to hang out on—find where the most active conversations take place; and preferably find a platform where the culture to buy or invest in services is one that's taken for granted.

No matter how active a group is, do not spend a lot of time there if the group culture is oriented towards, say, free swaps. Such a group potentially may find even the gentlest sales pitch offensive, because it's not part of their online culture.

Check Out

- Niche forums
- Membership sites (paid and unpaid)
- Facebook or LinkedIn Groups

Remember that paid membership sites or closed groups will provide a far greater concentration of potential customers, clients or JV partners than unpaid membership sites or open groups. On the latter, you may waste a lot of time reading and scanning to cut through all the "noise", drama and irrelevancy.

Step Two: Set up a Reliable Autoresponder

Your next action as you begin to gain visibility is to be sure you are subscribed to *a reliable, full-featured Autoresponder*.

Don't sign up for free Autoresponders: it is not worth the headaches that doing so will cause.

Drawbacks of Free Autoresponders

- Lack or poor quality of support, if you run into any problems
- Inappropriate, conflicting advertising inserted into your emails
- Opening yourself up to spam
- The inability to move your list and subscribers when you switch to a paid service
- The jeopardy of having to ask subscribers to sign up again to your new Autoresponder, if you can't migrate them—half (or more) will not re-subscribe
- The inability to track call-to-action responses on the part of subscribers

But what about the Autoresponders that come with commercial shopping carts like aMember?

This cannot be emphasized enough: *whatever you choose, make sure its Autoresponder does allow you to migrate your list, should you ever wish to switch shopping cart systems—or* *cancel. Second, make sure you actually need a shopping cart system!*

Only invest in one if you are planning a heavily products-based business with a monthly flow of new offers and a strong affiliate system—handling affiliate tracking and payments is where commercial systems like 1ShoppingCart or Infusionsoft excel.

Plus you can do all the things you could do with a regular, dedicated, professional email Autoresponder, like:

- 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

If you need these functions, start out with a dedicated Autoresponder, not a shopping cart. This will cost you far less per month than a shopping cart system plus you won't be leaking your time away trying to learn said shopping cart system, which you don't yet need.

The most reliable autoresponders with the features you need are:

- Aweber - at $19.00 per month (you would potentially triple that for a shopping cart Autoresponder, unless the shopping cart company is having a "special"; in which case your monthly fee might merely be doubled to that of Aweber)

- GetResponse at $15.00 per month

- When selecting an email Autoresponder, read the fine print and compare features and functions included. For example, you pay $19.00 per month with Aweber for up to five hundred subscribers, with unlimited emails. You get unlimited emails also with GetResponse, but for your $15.00 per month, you are allowed up to one thousand subscribers. Note, however that subscribers may be counted two or more times, if they sign up for different campaigns, because

GetResponse calculates per campaign. On the other hand, they charge for active subscribers only—unlike other Autoresponders.

- Do your homework. Look for hidden drawbacks and costs: For example, GetResponse provides landing pages you can automate and customize—but you will pay an extra $15.00 per month for that feature, bringing your monthly expense closer to that of a fully-featured shopping cart.

- Finally, consider automating your shopping cart system and/or Autoresponder system. Outsource its setup, loading and maintenance.

Hire a virtual assistant whose specialties include experience with the particular shopping cart or Autoresponder you subscribe to, and let her handle set up and maintenance. Hiring a VA with that experience will save you time, energy and income-creation potential.

Again, keep your choices relevant to your income potential *at this time*. Do not sign up with a shopping cart system if you have not yet created a single product. Same rule as to hiring VAs—virtual assistants. Make sure you really need them first.

That brings us to…

Step Three: Outsourcing Your Business

Many new business owners may find it unnecessary to outsource tasks. If you are doing anything that drains your energy, time and income-creation opportunities hiring a VA is viable idea that you definitely need to plan for.

You will want to build a team committed to your success as your success grows and your product base increases. **NOTE:** you should expect to pay for the best—but keep your outsourcing expenses in line with where you are right now, with regards to income and experience.

For example, if you are only offering four basic coaching service packages for your clients to choose from, hiring a VA for forty hours a week doesn't make sense: You can let people click on a simple PayPal button to pay you.

You may choose to eliminate the need for outsourcing hours by using a fully-featured self-scheduling client management system, which includes a client payment system—like JigsawBox or ClickBook. You can set up both these client-management and scheduling systems to accept PayPal payments, as well as block days and time slots you are available. This means clients can make their own appointments and pre-pay on the spot.

You can hire a VA to set up any new system for you, one-time-only (eliminate potential stress and time-wasting learning curves on your part while you coach and make money) or you can hire a coach for as many—or as few—hours per month to take care of behind-the-scenes maintenance on systems like JigsawBox, your Autoresponder, your Shopping cart, your social media, email or general admin.

Remember to choose a VA who has specific experience in the systems you want her to handle.

Most VAs offer packages for X many hours per week or month. Simply choose the package that is right for your needs and budgets, just as you let clients choose from your packages. (And if you don't yet offer coaching packages, we'll cover that shortly.)

An essential strategy for the online entrepreneur to seriously consider and plan is to outsource some of the work load into your business operations. The key lies in knowing what you can outsource verses what it costs you to do everything.

***A key potential leak**: Inexperienced business owners hire VAs, then expect them to read minds.*

Keep a complete Master Business Manual, and add every time you make a rule, protocol or guideline for your business, save it and keep a printed copy in your Master Business Manual. Use your protocols to train new outsource contractors in the particular way your business does things. Create your MBM as you go - you will appreciate it when you need it ☺

Create your protocol once: Use it again and again—while building and maintaining consistency.

Step Four: The First Serious Leak—Your Free Incentive

We have reviewed creating online visibility and how to get it. Setting up lists on Autoresponders and begin to outsource so you can focus your actual working hours on high-yield activities such as one-on-one coaching.

When you set up your first list, make sure you attract the right clients *only*. You can lose actual money, if you are advertising—especially if you are using a pay-per-click advertising model—if you attract the wrong visitor to your site, or you attract someone who cannot afford your services. Research and place careful thought and testing into your incentive—your incentive being **what you are offering** that makes visitors want to give you their contact details and consent to being on your email list.

Many coaches offer complimentary “discovery sessions” or “strategy sessions”—the idea being that the potential client will like the taste of coaching that she gets and book a series of regular sessions.

This can be a serious mistake—a huge leak of your time and energy—if you don’t do it right.

Do not treat your ‘free’ strategy session as a “sample.” Make it clear that this session will solve **a one-time-only**, specific, small problem and provide a specific, life-changing result that will help the session taker move forward. Be clear that the potential client should expect to be asked to continue on with paid coaching, if the result convinces her your time and services are suitable.

Remember, you have the right to say, *"I don't think you're ready for my services right now"* and soften any perceived rejection by re-directing your attendee to, say, your self-help workbook instead or refer her to a joint venture partner.

If you do not want to use a free consultation as an incentive, consider what other types of free incentive would actually entice the right visitor into signing up. It may be a copy of a report—one that solves the problem that drove her to your site—or a free copy of an eBook you have written.

Be sure that your gift or incentive does contain and conclude **with a strong call-to-action** directing the reader to your paid services.

The key points to remember, when creating a sign-up incentive:

- Have a goal for the incentive in mind. (What do you want this visitor to get from this? Will it be the perfect gift or step for her right now? What do you want her to do—simply sign up to your email list or progress to paid coaching?)

- Make your gift or incentive attractive only to the right visitor. Actively drive the rest away

That sounds counter-productive, I know, but as a coach—and especially if you are offering free consultations—you are in a unique situation.

If you weed out the 90% of visitors who only want the free consultation by warning them, they will be expected to sign up for regular paid coaching at the conclusion of the consultation, doing so is actually a good thing. You will not waste your time on ninety consultations that have no chance of leading to paid coaching. Think of that in terms of man hours: Even if you are offering only twenty-minute sessions, those ninety non-signers would use up thirty hours of your time—almost a full working week!

The 10% of serious people that book a free strategy session will almost certainly be ready to hire you on a regular basis at the end of this session. For example, say you charge $300.00 per hour for your time, you would net $3,000 in returns against only 3.5 hours.

Compare that with **not** pre-qualifying and offering free strategy sessions to every Tom, Dick and Harriet. That 90% we mentioned a minute ago—the ones just taking your strategy session without any intention of continuing on with paid coaching—would cost you a loss of $9,000 dollars for the prime coaching hours you gave away for free! That is HUGE!

When you actively repel freebie-seekers, giving free strategy sessions only to the remaining ideal, serious seekers able and willing to pay for regular coaching—the 10% we're using in this example—your free sessions themselves lost you about a thousand dollars in the time you invested—but netted you a clear $2,000 profit (combined) on your first paid sessions with each of these ten takers.

When you compare that $2,000 profit on your pre-qualified, free strategy sessions versus a potential $9,000 loss in sheer man hours if you **don't** pre-qualify, it becomes clear that you can't afford **not to** accurately target your free strategy sessions—and be ruthless about repelling the non-serious.

If you are giving away time by the week-load, plug that leak right now and start adding in conditions and text that will actively repel the non-serious, the greedy or those not yet or able ready to take advantage of your coaching.

Don't be afraid to do this. Don't be afraid to deliberately disqualify the wrong potential clients. When you target your incentive to a specific goal and lay out specific conditions, you'll attract **only** high-quality clients who will build your reputation.

Finally, your free giveaway may be missing an opportunity to make you money. You can **monetize** your giveaway by including a link to a paid product as an extra or alternative to accepting your incentive. If you want to offer the paid product up front, include the link and/or a little blurb right on your landing page. Or you can tell people about it in your "Welcome" email, after they've signed up.

Step Five: Re-evaluate your Products and Packages

You have discovered how you can plug hidden leaks in your profit potential by investing in the right outsourcing, the right way. You can harness the power of creating targeted incentives.

You landed a new client, what do you now?

That brings us to your product base.

Your specific goal for what your free incentive would accomplish for your visitor as a new customer/client: You have to know exactly **what you want her to do *next***.

She signs up. *Perfect! No leak there, right?*

Wrong.

Put yourself in your new client's mindset. She is excited and believes you can help her succeed in an important objective. She cannot wait for her first session—or perhaps she is a little nervous and wants to know how she can be ready to make the most of all these dollars she's investing in paid coaching.

Provide both paid and free resources for her to select and use—**right now**!

For example, a free resource could be a worksheet she can download—one you have specifically created to help her be ready for that first session. This worksheet can provide advantages to both of you. When your new client takes the time to complete the worksheet, great things happen:

- Your new client will feel more confident and be more focused about what she wants to achieve. Both of you will be able to cut to the chase, save time and you'll give her more bang for her investment right away.

- Your coaching will be right on the bullseye —particularly when she submits the worksheet ahead of time, giving you a plan for her session with a specific outcome in mind.

Creating a free resource that she can complete on her own time before the first paid session is beneficial, so do not stop there. Offer her one or more paid products that makes sense for what she is ultimately wanting to achieve, as well! (If you don't, you are throwing away a legitimate opportunity to upsell while she's in eager "buying" mode and denying her potentially valuable resources.)

When purchasing your coaching package with a simple PayPal button, you can use your welcome letter, thank you letter or download page to point out where she can find these extra resources—no pressure: They are there, if she's still in the buying mode or wants to fast-track herself.

An excellent place to put an extra offer is on the sales page. She has looked at your coaching packages and realizes that she really cannot afford your fee, the way your packages are designed—this is one potential client you've lost, even though she may return, later on. Or may not.

Increase the odds of her returning by providing her with your **exit strategy**.

What do you want her to do, when she has decided: "No, I cannot afford this right now" or "No. I'm just not ready. I cannot commit"?

You help her anyway.

Cannot afford coaching? Here's a Do-it-Yourself package that is much more affordable.

Not ready for coaching? Here is a copy of your new book—one that enables her to take those vital few steps between where she is now and where she needs to be in order to become a client.

Perhaps she realizes that it is not coaching she needs, now that your free incentive has taught her what steps to put in motion—so you show her a shortcut: **Your templates or forms kit, for example.**

To stop sales omission leaks, always put yourself in the mind of your potential or current client and ask yourself:

- "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?"

Get into the habit of thinking like this will allow you to anticipate and create:

- **OTOs** (one-time-only offers)—special deals only available one-time-only as a thank you or reward for your new client or purchaser's faith and investment. If you state it is a special deal for now, do not confuse her and have it available openly: you can hurt any trust built based on this.
- **Upsells**— those who are ready and willing to pay extra; or simply want more; or want to fast-track themselves
- **Alternatives and go-with's**—offer your client an opportunity to read your latest book or buy a set of CDs for self-study; or download a complete module showing her how to do something specific
- **High value extras**—be sure to cement your reputation and build high-profile visibility by providing your most dedicated clients with top-dollar options like Mastermind Retreats or V.I.P Days. These types of products give you maximum profits too—the highest returns on investment.
- **Recurring-income programs**—for example, paid silver, gold and platinum-level **membership sites** where your clients can gain further, ongoing access to your time, network with other highly-motivated

people in your niche and avail themselves of fabulous resources available only to members

Recurring-income programs are the cream of the crop, when it comes to providing extra sources of almost-passive income. They bring in a guaranteed amount of income each month—on top of your coaching sessions—they automatically create a group of dedicated, loyal disciples who are only too happy to talk your services up.

In other words, perfect potential **affiliates**.

Step Six: Create an Affiliate Program

Another invisible leak you can easily plug is offer an Affiliate Program. Every coach should plan to set this up.

Your loyal, happy clients will love to refer you while receiving a referral fee ☺

Affiliates build your reputation, spread the word about live events such as conferences and webinars, direct people to your packages and products—and make you more money.

All this—while you're busy making money directly, coaching other clients.

Once you've set up your affiliate resources, there is little work you need to do. Your affiliates are busy selling your products and spreading your name. You have to interact with them via email, social networking, your membership site and blog—but much of these could be seen as "automated" too.

For example, if you write a post for your blog that shares a clever tip, having such a juicy bite of news will delight multiple affiliates, and send them all off, busily taking action and sharing your post to please their own subscribers.

You invest perhaps a day or a morning writing that tip or blog post— now it is out there. Read by countless people, by new affiliates, time and time again. It is making money for you, as the saying goes, while you sleep or on vacation—particularly if you included a call-to-action at the end of the post, such as telling the reader she can learn more by checking out your new book on Amazon (or in your Products section).

The blog post is also something that keeps your affiliates feeling **you** are their perfect resource person for your field or niche. Give those tips and secrets to share—via blog posts and privately, via email—that no one else gives. Having these tips to share with their own subscribers or audience makes them look good and boosts their reputations too.

Running an affiliate program creates win-win situations and increases profits and visibility all round. You do need to be aware there are potential leaks there, too.

How to Prevent These Leaks-by-Omission

- **Provide your affiliates with training.** Do not take for granted that everyone knows how to be a super-affiliate. This training should include resources or sections telling affiliates what to do and what to avoid; or give them tips on how to increase their affiliate commissions.
- **Provide your affiliates with resources.** Such as professionally-designed graphics and banners, or special deals they can offer their own subscribers exclusively.
- **Provide your affiliates with incentives.** Make it worth their while to promote you but more than that, make it enjoyable. Make it fun, depending on the type of affiliates you attract. Use incentives to keep them both engaged and enthusiastic.
- **Outsource content or resources.** Create resources for your affiliates. If creating these do not come easily to you or isn't in your particular skill sets.
- **Outsource affiliate management.** Build this into your business model planning - you can decide to hire a VA who does have affiliate management in her skill sets, or even hire an actual Affiliate Manager, if you have high-level programs you want to promote
- **Automate affiliate management.** You may decide to keep affiliate management simple, if you prefer, by automating it. You can do this through plugins on your website or in your membership site, or through scripts you can install on your server or by taking advantage of systems you already use that allow affiliate management.

NOTE: Even automating your affiliate management process, you still need to create unique and valuable affiliate resources and incentives. Provide a reliable way they can contact you or your affiliate manager.

An important point about getting other people to sell you - if you choose not to create an affiliate program, at least be sure to ask people to share your articles, tips, news and social posts.

Step Seven: Provide Superb Customer Service

Another hidden leak: Customer service problems. It is imperative clients and customers receive fast, reliable service.

You may not consider "customer service" can be an issue for a largely one-on-one coach, but as you provide products, that need multiplies greatly.

If you only do one-on-one coaching you need to set up a system to:

- Make processes run smoothly
- Avoid glitches—and the complaints that glitches cause

A hypothetical example: Take seventy-two hours to acknowledge you received a client's payment, your new client's confidence would be shattered. Nervousness replaces excitement and anticipation. Negative thoughts creep in. Your client would approach the session on high alert, looking for signs that you're not what you were cracked up to be.

That is just teaching your client to jump ship.

Set up proper, effective and completely tested **systems** take care of 80% of potential customer issues—a seasoned, experienced VA can help you do just that. For glitches or situations that inevitably do occur, **setting up protocols and procedures**—while providing a way to assist your clients and customers quickly contact you—will keep your reputation from springing any leaks.

Brand your products, emails—as well as brand your Help Desk, if you automate customer service—is a touch of professionalism that can also help, ensure that customer service interactions will be more relaxed and confident on your customer's part.

Not providing consistent, fast customer service can lead to unsubscribes, disappointment, annoyance, frustration and dissatisfaction on the part of your customers. It can damage your reputation.

Nothing decreases your profits more drastically than this. If you have not created rock-solid customer service protocols, procedures and systems, take care of this immediately.

Step Eight: Themes and Consistency

You can add OTOs, upsells, membership sites, books, kits and templates. Be mindful that you are not presenting a crazy-random, confusing assortment of products that leaves your potential customer or client confused about your specialty.

Keep your products and packages streamlined to reinforce a **single, strong theme** dealing with the area of your field you want to be known for. For example, if you're the Keeping Kleen which helps people with cleaning businesses generate profits and teach employees, all your products must relate to these objectives. Do not suddenly stick in products from your side business as a Bird Feeder collector. ("109 Patterns for Building Your Birdhouse over one weekend" is just going to totally confuse your visitors and make you look unprofessional—as well as harder to remember for your specialty.)

Create specific marketing campaigns with specific goals, and keep any resources or products you create well aligned with each theme.

Even when you are creating a theme around a client's goal, everything should ultimately reinforce what you want to be known for—your unique coaching specialty.

Remember also to release products or re-promote them **regularly** and **consistently**. Set a schedule and stick to it. (Setting deadlines will also help keep you focused on what has to be done, actively building your business and visibility.)

The same with articles, social posts and blog posts. Schedule and keep up a steady, regular stream. Remember you are engaging in a **conversation** with your ideal customer or client and keep in contact. Send out regular newsletters and regular emails.

Come up with interesting ideas to keep them engaged.

Step Nine: Minimizing and Managing your Expenses

Preventing or plugging leaks that stop you from generating more profits is the ultimate goal. Turn your attention to reducing your expenses. Don't leak profits unnecessarily.

It might seem counter-productive to spend money for experts when you outsource, be sure you are ready to do this. Do not hire a VA for ten hours a week only to realize you do not know what tasks to assign. Be certain that you are really ready and that by outsourcing the tasks you have lined up for her will free you up to make more money.

It is imperative to calculate the return on your investment. Most likely there are some outsourcing tasks you can hold off on until you have reached your own particular milestone. Being aware of your current business position and begin to assess how you are with income in relation to your expenses.

More and more vendors no offer the option to pay for essential services **annually** rather than monthly. (Example: The Autoresponder, GetResponse, will only cost you $12.30 per month if you pay in one annual lump sum, compared to $15.00 per month for the privilege of paying monthly.)

When calculating these types of savings across the board on your expenses by creative management has another great side effect - it frees up your cash so you can invest it **now** in building your business in other areas, such as creating high-value programs and special products or events for your clients.

Discover where your expenses are leaking unnecessary money. You can fix these leaks by making wise adjustments—do consider hiring a bookkeeper (or a VA whose skill sets include bookkeeping).

Step Ten: Tracking your Sales

Before you can effectively fix every leak, you need to know what your sales are and track your customers/client's actions.

There are multiple platforms to select from. Determine and implement a regular schedule and system for including tracking and analysis into your day (or have your VA do this for you).

If you use a shopping cart, select one that provides an easy and accurate system for tracking details such as where customers are clicking out of the sales sequence. This information will allow you to know where the client/customer leaves the page, and address what needs to be fixed. This is powerful knowledge in knowing where to fix this problem. If multiple people are bailing out on a particular page or step, this is priceless knowledge! The good news is that you know what exactly needs to be done.

Track stats such peak sale days, the amount of transactions that were not completed and so much more. Take the time to understand your Shopping Cart's tracking and metrics.

If you do not use a shopping cart, PayPal integrates with a selection of third-party tracking services such as:

- AceFlex B2C
- JoiHost
- LeverUp
- Scroopers Order Central
  TrackPay - this also provides affiliate tracking and registration services. (You can find more information on each service via PayPal's website.)

Check the resources on all systems and services you use. Enter searches in their database, view the video tutorials and look for "fine print" exceptions to help you choose the right payment options and plans. This helps stop you with getting nailed with unexpected costs!

For example, you only need the most expensive PayPal package (PayPal Pro) if you have a merchant account directly with **American Express**. You have to use the hosted page PayPal Pro templates provided.

If you do not have a merchant account with American Express, do not pay for PayPal Pro! You can save yourself twenty-five dollars a month by choosing PayPal Advanced instead—advanced does not include the ability to accept payments over the phone, by fax, or by mail—which PayPal Pro does.

You do not learn these details unless you take the time to review the **features, plans, tutorials**, and other resource sections on the platforms you're thinking of signing up with. Time well spent!

Ultimately, the advantage to tracking your online interactions is two-fold:

1. You can see what is working spectacularly well
2. You can see what is causing people to leave

Creating an effective sales system comes down to:

- Giving people more of what they like (i.e. interact with the most)
- Remove stuff they do not like

If there is a leak in your sales checkout process, tracking allows you to notice it and fix it. If your landing page is performing in a mediocre way, try different headlines or different formats, such as:

- video instead of text
- text instead of video
- add a graphic
- change the content

Your Autoresponder or another tracking system to set up A/B split testing, is where you can see which is performing better - version A of a sales page versus version B.

Important: *make any major tweaks one at a time (otherwise you won't know which exact change was responsible for the increase or decrease in sales or engagement.)*

An effective tracking solution often combines with other systems you use. For example, if you use LeadPages™ to build your sales and landing pages, this system includes an incredibly easy split-test set up. (Their blog even has an article entitled "9 Embarrassingly Easy Split Tests to Boost Your Conversions".)

Track your social media interactions and results via native tracking metrics provided by platforms like Twitter and Facebook. Schedule time for tracking into your work week or your VA's. Do not be among the high-percentage majority of coaches who are too busy coaching to attract better clients. Dramatically increase your income by simply tracking and noting what works—and what does not.

Create an effective system and you will not have to **advertise**—though, of course, advertising is also something you can institute and track. Your word-of-mouth recommendations and the buzz you create will save you tones of dollars. You can then stick to simple, inexpensive advertising strategies like boosting your best-performing Facebook posts or using Twitter cards.

We have covered a lot of ground.

Plug Your Profit Leaks is about using your common sense as well as systems, checkpoints and checklists. It is about comparing where you are now verses where you want to be. Calculate potential return on investment against potential loss and make the best decisions.

It's about making the most of every opportunity.

It's time to consider the following questions:

- How much more money you could be making on work that you have already created and uploaded to your shopping cart or sales pages—just by finding and plugging the leaks?
- Do you have a solid, effective system for running your business?
- Do you plan ahead—and adjust your plans based on actual data and feedback you receive from live events, social media or tracking metrics?
- Are you reaching all the people you could be reaching? Are they getting the help you have to offer—exactly the type of help they need, right now?