



PLUG YOUR
PROFIT LEAKS
WORKBOOK

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WORKBOOK

Plug Your Profit Leaks

Task	Do it
<p>Decide...</p> <ul style="list-style-type: none"> <input type="checkbox"/> Who you want to help? _____ <input type="checkbox"/> What you can do to help the most _____ <input type="checkbox"/> How you can do it in a way no one else can? _____ <input type="checkbox"/> Why you are their best choice? _____ 	<p>Be certain you increase your visibility with your target audience through: Social media platforms</p> <ul style="list-style-type: none"> <input type="checkbox"/> _____ <input type="checkbox"/> _____ <input type="checkbox"/> _____ <input type="checkbox"/> Forum/membership interaction/groups <input type="checkbox"/> Keep a regular presence—and conversation <input type="checkbox"/> Keep posts relevant to <i>their</i> interests and needs
<ul style="list-style-type: none"> <input type="checkbox"/> Disqualify the wrong potential customers and clients 	<p>Who I do not want to attract:</p> <p>Who am I attracting with my products/profiles—and why? What am I doing that attracts them?</p> <p>How do I disqualify them?</p>

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- Create social visibility with the ideal prospects part of your routine. (Have a firm time dail, when your ideal audience is most active.)

- Determine the platforms you will be active
- Include forums, membership sites and live networking
- Answer their questions and comment on posts

- Set up a [professional Autoresponder](#)

- Determine whether or not you will need a shopping cart. If so, consider using the cart Autoresponder
- Choose an Autoresponder whose lists you can migrate
- Do not use a free Autoresponder
- Are there clear tutorials and fast support?
- Invest in a system that will allow you to segment your list into multiple lists
- Find the metrics and tracking options easy to manage

- Consider and plan for outsourcing

Decide in advance the areas of your business to outsource:

- Now

- Down the road

- For set-up only

For ongoing handling and maintenance:

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<input type="checkbox"/> Decide how much profit you need to make monthly in order to make outsourcing equitable	Profit: \$_____ Dollars spent monthly on outsourcing: \$_____
<input type="checkbox"/> Estimate your realistic return on the potential, if you begin to outsource now	Increased income potential: \$_____ Potential profit after expenses: \$_____
<input type="checkbox"/> Learn how to outsource efficiently	
<input type="checkbox"/> What other options that could work for you better than outsourcing at this time?	<input type="checkbox"/> Client management/scheduling system with pay options <hr style="border: 0; border-top: 1px solid black; margin: 5px 0;"/> <input type="checkbox"/> PayPal buttons <input type="checkbox"/> Third-party (e.g. uploading products to Amazon; E-junkie) <hr style="border: 0; border-top: 1px solid black; margin: 5px 0;"/>
<input type="checkbox"/> Confirm you have an effective sign-up incentive, for when you are ready to start list-building	Do your homework and research what is urgently needed by your ideal client <input type="checkbox"/> Be certain it is relevant to your main specialty <input type="checkbox"/> Confirm you have chosen the best format for your ideal client (e.g. video, report, templates, etc.) <input type="checkbox"/> Include a strong call to action

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- Monetize your opt-in:

Have links to paid product as an optional extra in:

- Sign-up page
- "Welcome" email
- Landing page

*Include a simple but clear call-to-action for the paid link too.

- Create a goal for each product

For you:

- My goal is:

For your client:

- _____

- _____

- Your sign-up incentive should ONLY attractive to your ideal audience

- Concentrate on "speaking" to only your ideal visitor
- Use words, phrases & content that will repel the wrong visitor (list below)

Lay out conditions that will attract the right visitor:

Lay out conditions that will repel the wrong visitor:

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<ul style="list-style-type: none"> <input type="checkbox"/> Get into the mindset of your ideal customer or client 	<ul style="list-style-type: none"> <input type="checkbox"/> Product or package: know what she will want to do or buy next <input type="checkbox"/> She will need/want to:
<ul style="list-style-type: none"> <input type="checkbox"/> Develop free resources and bonuses as well as paid products 	<ul style="list-style-type: none"> <input type="checkbox"/> Determine what is needed _____ _____ _____ <input type="checkbox"/> Present each one at the right psychological moment and point in her journey <input type="checkbox"/> Mingle them with paid products <input type="checkbox"/> Use them to let her know you are taking care of her needs and keep her looking to you for help
<ul style="list-style-type: none"> <input type="checkbox"/> Look for areasto add a one-time-only (OTO) special offer 	<ul style="list-style-type: none"> <input type="checkbox"/> During the check-out process <input type="checkbox"/> In your "thank you" or "welcome" email <input type="checkbox"/> On your "download" page
<ul style="list-style-type: none"> <input type="checkbox"/> Decide what will "speak" to your ideal customer or client as an upsell or OTO 	<p>Decide:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Why it will "speak" to her now <input type="checkbox"/> How it will enhance or boost what she has just purchased <input type="checkbox"/> How it will move her quicker in her progress <input type="checkbox"/> Is it uniquely suited to her needs
<ul style="list-style-type: none"> <input type="checkbox"/> Have an exit strategy so you do not lose touch with your ideal 	<p>Determine:</p>

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client (and you can still help her) if she declines your product or package right now

- How you can monetize her exit
- I can monetize her exit with:

- Is her exit is budget-driven
- Is it worth keeping her interest by providing a lower-cost alternative (e.g. a book or D-I-Y course)
- _____
- _____
- _____
- Does she need a simple partial solution you can provide right now (e.g. a Workbook; templates)
- _____
- _____
- _____
- Which type of product will help her if she:
- Is not quite there yet and needs to prepare for your big-ticket product, package or coaching
- _____
- _____
- Does not need full service
- _____
- _____

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- Create more products/offers you can add, to additionally monetize your first campaign (and each subsequent campaign)

- OTO

- Upsells

- Alternative products or kits

- Extras (bundle)

- High-value extras

- Recurring income program

- Affiliate products you can recommend

- If and how you will create and run an affiliate program

- A third-party handler (e.g. [ClickBank](#))

- Use an affiliate management script or plugin

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	<ul style="list-style-type: none"><input type="checkbox"/> Hire a real live affiliate manager or specialist VA<input type="checkbox"/> Do it myself
<ul style="list-style-type: none"><input type="checkbox"/> Develop for your affiliates:	<ul style="list-style-type: none"><input type="checkbox"/> Training:<ul style="list-style-type: none"><input type="checkbox"/> FAQ<input type="checkbox"/> Guidelines and rules<input type="checkbox"/> Self-serve or affiliates-only webinars or videos<input type="checkbox"/> Where to get their affiliate links<input type="checkbox"/> Resources:<ul style="list-style-type: none"><input type="checkbox"/> Banners or graphics<input type="checkbox"/> Interview opportunities with you<input type="checkbox"/> Content they can use_______________<input type="checkbox"/> Technical instructions_______________ <ul style="list-style-type: none"><input type="checkbox"/> Incentives:<input type="checkbox"/> Rewards:<input type="checkbox"/> Apps, tools or special plugins:
<ul style="list-style-type: none"><input type="checkbox"/> Set Systems:	<ul style="list-style-type: none"><input type="checkbox"/> Track Sales:<input type="checkbox"/> Email list(s):

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