PLUG YOUR
PROFIT LEAKS
CHECKLIST

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Checklist

How I Will Plug My Profit Leaks:

I have clarified my purpose and identified the people I desire to help

I know the exact response to **"WHY"** I am the ideal person to help them

I have begun to create/am creating more visibility online

I intentionally discouraging and disqualifying the wrong audience

I created a schedule into my daily routine for social networking

I increased my networking into:

- o Niche forums
- o Membership sites (paid and unpaid)
- o Facebook or LinkedIn Groups
- o Local events or organizations
- o Other_____

I focus on groups and membership sites with a culture of paying for goods or services

I understand the disadvantages of using "free" Autoresponders

I am using a reliable Autoresponder system

I ensured that whatever Autoresponder system I use, I will be able to retrieve my list, should I ever change providers or systems

I established my Autoresponder system allows me to:

- o Set up multiple lists
- o Set up different broadcast and follow-up email series
- o Perform basic tracking
- o 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:

- o Advantages

- Dangers
- Costs

I considered outsourcing my Autoresponder…

- Set up
- Maintenance
- Content creation
- Other_____

I considered automating certain systems, such as:

- My client scheduling system
- My payment system
- Other_____

I 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, and I have learned how to do this.

I am creating a Master Business Manual for my business

I am creating and implementing systems and protocols my VA or other outsource contractors can use

I ensured that I don't allow leaks in my free incentive by:

- Disqualifying people who won't buy or aren't my target audience
- Discovered the best incentive for my perfect, paying customer or client
- Having a specific goal for what I want this free gift or incentive to achieve
- Slant my content specifically at my ideal paying customer or client
- Including strong calls to action
- Monetizing my incentive
- Other_____

I focus, with every action, on what I want my ideal customer to do next

I created a monetized, targeted exit strategy in case potential clients decline my main offer

I look 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?"

- o "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?"
- o "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?"
- o "What extras can I offer that she will be happy to pay for? To download for free?"
- o "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:

- o OTOs (one-time-only special offers)
- o Upsells
- o Alternatives
- o Go-withs
- o High value extras
- o Recurring-income programs
- o A strong affiliate program

I provide my affiliates with:

- o Training
- o Resources
- o Incentives
- o Rewards
- o Benefits
- o Special deals for their subscribers
- o Bonuses
- o Other_____

I decided on the best affiliate management system for my needs:

- o Use a script or plugin
- o Hire an affiliate manager
- o Go with a third-party solution
- o Other_____

I reviewed and tweaked (or created) my customer service system

I provide fast, efficient, professional (and branded) customer service via:

- o A help desk ticket system

- o A VA who specializes/is experienced in customer service
- o Other_____

I confirmed 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 analyzed my financial habits and made sure I am using the most cost-effective options for my business

I 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 identified what is working spectacularly well

I identified what is not working well at all

I give people more of what they like

I am removing what they don't like

I am tracking results via metrics provided through my:
- o Social posts and interactions
- o Website interaction and comments
- o Platforms I use (e.g. shopping carts, Autoresponders, social media management suites)
- o Apps
- o Membership sites
- o Sales systems (e.g. lead pages)
- o Client scheduling software or systems
- o Advertising
- o Other_____

I am planning ahead, anticipating potential leaks and making sure they don't happen

I created a concrete, effective, system for running my business at maximum profit!

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