



# **PLUG YOUR PROFIT LEAKS**

## **WORKBOOK**

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# WORKBOOK

## Plug Your Profit Leaks

Task	Do it
<p>Decide...</p> <p><input type="checkbox"/> Who you want to help? _____</p> <p><input type="checkbox"/> What you can do to help the most _____</p> <p><input type="checkbox"/> How you can do it in a way no one else can? _____</p> <p><input type="checkbox"/> Why you are their best choice? _____</p>	<p>Be certain you increase your visibility with your target audience through: Social media platforms</p> <p><input type="checkbox"/> _____</p> <p><input type="checkbox"/> _____</p> <p><input type="checkbox"/> _____</p> <p><input type="checkbox"/> Forum/membership interaction/groups</p> <p><input type="checkbox"/> Keep a regular presence—and conversation</p> <p><input type="checkbox"/> Keep posts relevant to <i>their</i> interests and needs</p>
<p><input type="checkbox"/> Disqualify the wrong potential customers and clients</p>	<p>Who I <b>do not</b> 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>

## PLUG YOUR PROFIT LEAKS

- ☐ Create social visibility with the ideal prospects part of your routine. (Have a firm time day, 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:



## PLUG YOUR PROFIT LEAKS

<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?	<div style="margin-bottom: 10px;"> <input type="checkbox"/> Client management/scheduling system with pay options         </div> <hr style="border: 0; border-top: 1px solid black; margin: 5px 0;"/> <div style="margin-bottom: 10px;"> <input type="checkbox"/> PayPal buttons         </div> <div style="margin-bottom: 10px;"> <input type="checkbox"/> Third-party (e.g. uploading products to Amazon; E-junkie)         </div> <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  <div style="margin-bottom: 10px;"> <input type="checkbox"/> Be certain it is relevant to your main specialty         </div> <div style="margin-bottom: 10px;"> <input type="checkbox"/> Confirm you have chosen the best format for your ideal client (e.g. video, report, templates, etc.)         </div> <div style="margin-bottom: 10px;"> <input type="checkbox"/> Include a strong call to action         </div>

## PLUG YOUR PROFIT LEAKS

- ☐ 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:



## PLUG YOUR PROFIT LEAKS

<input type="checkbox"/> Get into the mindset of your ideal customer or client	<input type="checkbox"/> Product or package: know what she will want to do or buy next  <input type="checkbox"/> She will need/want to:
<input type="checkbox"/> Develop free resources and bonuses as well as paid products	<input type="checkbox"/> Determine what is needed  <hr/> <hr/> <hr/> <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
<input type="checkbox"/> Look for areas to add a one-time-only (OTO) special offer	<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
<input type="checkbox"/> Decide what will "speak" to your ideal customer or client as an upsell or OTO	Decide: <ul style="list-style-type: none"> <li><input type="checkbox"/> Why it will "speak" to her now</li> <li><input type="checkbox"/> How it will enhance or boost what she has just purchased</li> <li><input type="checkbox"/> How it will move her quicker in her progress</li> <li><input type="checkbox"/> Is it uniquely suited to her needs</li> </ul>
<input type="checkbox"/> Have an exit strategy so you do not lose touch with your ideal	Determine:

## PLUG YOUR PROFIT LEAKS

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
- ☐ \_\_\_\_\_
- ☐ \_\_\_\_\_

## PLUG YOUR PROFIT LEAKS

- ☐ 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

\_\_\_\_\_

## PLUG YOUR PROFIT LEAKS

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

- |  |  |
|--|--|
|  | <ul style="list-style-type: none"><li>Automation for:<ul style="list-style-type: none"><li>Create Landing Page</li><li>Self-scheduling</li><li>Pre-payment</li><li>Content pre-scheduling</li><li>Finances</li><li>Other</li></ul></li></ul> |
|--|--|

**NOTES:**

[illegible]

## PLUG YOUR PROFIT LEAKS

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