

A1 _____ MARKETING PLAN



Get New Customers, Grow Sales, Increase Profit, And Build An Automated Business

MAGIC LEONE

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Welcome

In Section 1, we will cover:

1. General information about the book. This section covers legal disclaimers and acknowledgment.
2. List of additional free resources that come with this book. You will need these tools to create your marketing plan, launch and grow your business.

Who Is This Section For?

This section is for everyone.

This section includes a quick introduction. You will learn the importance of reading this book and creating a marketing plan for your business. I highly recommend that you read it.

Next, you will discover how to get the maximum benefit from reading this book. You do not want to skip this part.

You will then find a link to the member's page along with a list of resources available for you there. You need these tools, including the Marketing Plan. You will need it at every step of the book. These resources are free and will be extremely useful for growing your business.

You will then find the legal disclaimer and warnings. Take them seriously.

Finally, I have mentioned all the people whose influence has resulted in this book. It will be nice to read about them and know who they are.

A Business Without A Plan Is A Hobby, Not A Business!

A marketing plan gives you a direction to work and grow your business. It keeps you from getting distracted. This way, you can focus on the right things and achieve success.

My First Business Almost Killed Me

When I was 16, I was in love with a beautiful woman. She was my first love. She was from a wealthy family, and I was from a poor family.

I knew I had to become financially successful, else the family of my girlfriend would not let us marry. It took me 3 years to win her over. I was not going to lose her.

So I started my business.

I love music.

I decided that I was going to produce music systems.

I was unhappy with the sound quality of the music systems.

I attempted to create a business out of my passion for music. This way, I could make money doing what I loved.

However, I had no strategic plan to develop music systems, launch them, and make money. I followed my heart and did whatever I felt was needed.

I was good at selling, so I got some people to invest in my business.

I worked really hard, but because my efforts were all over the place, my business was not growing in any direction.

My business died in just a few years because I ran out of funds.

Instead of making money, I ended up owing money to some people. I even had to go into hiding at one point because a couple of them got violent.

I lost the love of my life.

I tried to kill myself and ultimately had to leave my country.

Hopefully, Nothing This Drastic Will Happen, But...

...what will happen is that your passion will become a source of your pain.

It will affect your life and actions.

You won't enjoy your passion or help those who need you.

Your bank account will dry up. You will get stressed from lack of money and lack of business growth.

You will become unhappy and lose confidence when you see other people doing well in business but not you.

Your struggles will take a toll on your personal life and relationships.

Your passion will soon become something you hate.

There is a high chance you will shut your business.

Yes, you can help people and do what you love, but first, you need a plan to survive, sustain, and grow your business.

If You Want To Be Successful In Business, You Need A Plan

Your business will not succeed automatically.

You have to make it successful.

It is not enough that you are great at doing what you do. It is not enough to have great products. You need a plan to let people know about you and do business with you.

Attending your business or adding content to your website is not enough. This may get you some business but not enough to prosper.

If people cannot find you. If you cannot communicate the value of your offer to the customers, your best product or service will fail.

Even charities need a marketing plan to get donations for helping the world.

So obviously, your business needs one too.

Good intentions and good products are essential but not enough to run and grow a business.

You need revenue and profits to keep doing what you love.

What You'll Learn From Reading This Book

This book will help you achieve success in business by creating a perfect marketing plan for your business.

The A1 Marketing Plan is more of a business plan or an action plan.

It will end the confusion and bring clarity to your business operation.

You will identify the “next steps” that have the maximum impact on your business. This will narrow your focus. You will work on areas that will rapidly grow your business.

It is one thing to run a business but completely different to make money from it. Anyone can start a business, but few can profit from it and build the ideal life they desire.

In this book:

- ⇒ You will discover strategies to kick off sales and build a profitable business.
- ⇒ You will learn how to create offers for your products and services that make you desirable over the competition.
- ⇒ You will learn how to attract people to your business.

- ⇒ You will discover my 8-Step Launch Plan. You can use this plan to kick off sales and grow your business. This is helpful for a new or a struggling business.
- ⇒ You will learn tactics to start or grow a business even if you have no money on you.
- ⇒ You will learn how to find thousands of customers for your business without spending money on ads.
- ⇒ You will discover tactics that make your customers bring additional customers.
- ⇒ You will learn how to multiply your sales and profits.
- ⇒ You will learn how to create sales funnels to grow your revenue and earnings.
- ⇒ You will learn about evergreen campaigns to gain customers effortlessly.
- ⇒ You will learn how to plan campaigns to grow sales.
- ⇒ You will learn tactics to turn your business into an automated machine.
- ⇒ You will learn how to make your business run without your presence.

- ⇒ You will learn how to sell and earn cash in emergencies.
- ⇒ You will learn how to scale your business.
- ⇒ You will discover tactics to build a dream team even if you do not have a budget to hire.
- ⇒ You will learn how to find gaps and missed opportunities.
- ⇒ You will learn how to build a stable and unstoppable business using the 4-Step Growth Plan.
- ⇒ And Much More.

In short, you will discover impactful tactics to build a successful business from the ground up.

By the time you finish reading and doing the exercises, you will have a step-by-step blueprint to build a booming business.

It does not matter what type of business you are in.

It does not matter if you think your business only has limited potential.

It does not matter if you have no previous experience or formal education.

It does not matter that you have no money to put into your business.

It does not matter that you are struggling and could not make your business work so far.

And it does not matter if you are going against the odds.

This Book Will Help You Discover And Apply Strategies That Bring Business Success

Right now, you might be thinking of starting a new business.

Or you started a business and are struggling to get it off the ground.

Or you have a running a business that is in trouble.

You are looking for ways to turn things around.

You are tired of putting money in your business instead of getting money from it.

After reading this book, you will create a mind-blowing marketing plan for your business.

This plan will give you all the steps, motivation, and clarity to build a successful business.

You will turn your loss venture into a money-making machine.

You will benefit from reading the success stories of other business owners. Their stories will give ideas and tactics to grow your business.

Look at the screenshots of some of my earnings on the next page.

These are a few examples of what one can achieve if you have a good marketing plan in place:



Image 1. This Is A Screenshot Of Sample Earnings.
It Does Not Suggest That You Will Have The Same Earnings.

The earning for your business may look different. But at the end of the day, there is no reason why your bank account cannot look like this.

A friend once told me I would struggle in business. He was sure that no one would hire me as a coach because I was an Indian immigrant with a thick accent.

- ⇒ I proved him wrong by becoming **the highest-paid coach in my industry**. My clients pay me from \$3,555 to \$200,000 to learn from me. Yes, you read that right. **I have clients who pay me \$200,000 to learn from me.** I will share more details soon.
- ⇒ A client of mine went from being a bored secretary to managing rock star Joan Jett. She finally became a film producer.
- ⇒ Another client went from being in massive debt to starting a plant food company. He went from zero to \$500,000 in under 6 months.
- ⇒ Another client's art gallery was on the verge of bankruptcy. She turned it around in only one evening. A single event earned her more sales than she had in the last 6 months.

You will discover tactics that my clients and I used to achieve these results in detail.

I wrote this book to share the knowledge and tools to build successful businesses.

Someone shared these tactics with me many years back. It changed my life. I hope it will do the same for you.

How To Get The Maximum Benefit Out Of This Book

Do not be intimidated by the size of this book.

I kept this book as short as possible.

I picked the absolute essential tactics for this book that are easy and deliver fast results. You cannot build or grow a successful business without them.

The book is an easy read.

You do not even have to read the entire book to get results. You can read the section that is relevant to the current state of your business.

Do the exercises, create A1 Marketing Plan, and apply it to your business.

Take The Next Step Quiz To Identify The Stage Of Your Business

If you are unsure what stage your business is in, you will identify as you read the book.

Or you can take a free quiz on my website.

This quiz will identify the "next steps" that will have maximum impact on your business.

Once you have the quiz results, you can read the 8-Week Launch Plan or the 4-Step Growth Plan, depending on the quiz results.

You can take that quiz here: a1tactics.com/next-step.

The First Part Of The Book Is An 8-Week Launch Plan

This plan will help you take off a new or struggling business.

If you have an idea to start a business, read and do the tasks from the 8-week launch plan.

Or, if you are not getting enough business and want to get more customers, apply lessons from this section.

This plan will help you create sales offers for your products and service then find customers to start selling.

This plan will help you build a marketing campaign from scratch and start to sell by week 6. The lessons from weeks 7 and 8 will help you improve the performance of your campaigns.

You will discover ways to get customers without running ads. This way, you can get some business and data before spending money on ads.

The Second Part Of The Book Is A 4-Step Growth Plan

This plan is for a business that is already successful.

You want tactics to grow business, build a dream team, and automate business to scale and manage your business.

If you are experiencing:

- ⇒ hit-or-miss campaigns,
- ⇒ want to discover gaps in your marketing,
- ⇒ identify what is working and what is not,
- ⇒ scale your business,
- ⇒ automate it,
- ⇒ put together a dream team capable of growing your business,

then read the 4-Step Growth Plan.

This plan will help you identify tactics, resources, and the talent required to manage and grow a big-business operation. It will help you create checklists and processes to manage business operations, customers, and partnerships.

In short, this plan will help you get control over your operations and show you tactics for exponential growth.

If you cannot relate to these topics, you are still in the beginning phase of your business. In this case, study, apply and improve tactics from phases 1 and 2.

Read The Entire Book At Least Once

Once you read the entire book, you will know the direction you are heading in.

Even though you only need to know what to do next, knowing the complete plan helps see the overall direction.

This will keep you on track and eliminate confusion.

Every action you take or decision you make will take you one step to the final goal.

And that is why it is good to get a good understanding of the plan and then work on the section that is most impactful right now.

Read And Follow The Steps

Whether you are building a new business or looking for ideas to grow your existing business, I recommend reading the entire book.

You may already have your business handled. However, you may discover a new idea to increase your revenue and grow your business even more.

I teach business and marketing, and I still read and watch courses from other marketers all the time.

Someone asked me one time, there are hundreds of business coaches why do we need one more.

I replied by saying that every coach has a different approach and something different to teach.

You should identify one coach whose methods you like, apply them to your business, and make it work.

Then get additional ideas from different coaches and apply them to your business and make it even better.

1. Read the entire book once.
2. Then use the template that is right for your situation.
3. Do the tasks required by the template and do the exercises as you go along.

If you do this, you will have a marketing plan and would have even started selling before you finish reading this book.

Important And Necessary Resources

I have created a members area.

Inside, you will find tools and resources to help your business.

You will need these resources as you go through the book. So go and get them right now: almarketingplan.com/a1/.

Inside, you will find:

A1 Marketing Plan Book: You can download a PDF and EPUB version of the A1 Marketing Plan Book.

Blank A1 Marketing Plan: A1 Marketing Plan is a combination of worksheets. You can upload this template to Google Sheets or Microsoft Excel. You will then be able to follow the steps in the book and create a perfect plan for your business.

The A1 Marketing Plan Includes The Following 25 Worksheets:

- ⇒ A1 Plan Dashboard
- ⇒ 8-Week Launch Plan
- ⇒ Sales And Revenue Target Worksheet
- ⇒ Big Idea Worksheet
- ⇒ A1 Offer Worksheet
- ⇒ Customer Avatar Worksheet
- ⇒ Sales Funnel Builder Worksheet

- ⇒ Marketing Planner
- ⇒ Business Model Canvas
- ⇒ Organization Chart Template
- ⇒ Checklist Template
- ⇒ Growth Audit Worksheet
- ⇒ Growth Plan
- ⇒ Yearly Sales Data Worksheet
- ⇒ 12 Monthly Sales Data Worksheets

Sample A1 Marketing Plan: I have also added a sample plan with some data filled in it. You will not need it. But it is there in case you want to look at sample data.

A1 Marketing Plan Video Tutorials: I have also created video tutorials. You can see how to create and edit the 26 worksheets in the A1 Marketing Plan.

Graphics. You will also find images for 8-Step Launch Plan, 4-Step Growth Plan, and other images from the book.

EXTRAS:

Sales Campaign Video Tutorials: You will get 2 videos that will teach you how to build evergreen sales campaigns. You will learn various types of sales campaigns and get customers using them.

Sales Campaign Template: You will also get a sales campaign template. After watching the videos, you will fill this template to plan sales campaigns for your business.

Marketing Planner Video Tutorial: You will also get a video lesson to build a marketing calendar for your business.

Marketing Calendar Template: You will also get a calendar to plan your marketing efforts.

Unannounced Bonus: There are multiple unannounced video tutorials to help you with your business. Here is a list of these bonuses:

- ⇒ 7 Steps To Building 6 Figure Business
- ⇒ How To Make Money With Ads
- ⇒ Business Funnel Math
- ⇒ Wealth Creation
- ⇒ How To Make Money With Online Business
- ⇒ 55 Phone Wallpapers To Keep You Motivated And Focused

Click here to access the resources: almarketingplan.com/a1/.

IMPORTANT: Download your copy of the A1 Plan and upload it on your Google Sheets. Google Sheets is free, and you can use it offline.

You will need the marketing plan at every step of this book. So download and upload it before you start reading.

Also, watch the training video that shows how the template works.

You can read the book and apply the lessons without using the a1 marketing plan templates, but I highly recommend using them.

There is a good chance that you are not using any plans or apps to build the business. You may not even be used to doing business this way. This is why my template will come in handy.

I have worked with all kinds of businesses. I know that the templates I have here for you are the easiest and best option for you to use.

You do not want to use multiple apps to generate your business plan and track their performance.

The template I have for you will collect all necessary information in one place. It also makes calculations and provides the data needed to make decisions.

It will make your life easy.

It will organize your marketing efforts.

You will have the plan to use it forever.

I highly recommend that you use it.

When you upload your copy of the A1 Marketing Plan, you will see a member dashboard that looks like this:



Image 2. This Is A Black And White Screenshot Of The A1 Marketing Plan Dashboard. You Can Download The Original Image From The Member Area.

The dashboard has the link to access various workbooks, plans, checklists, and sales funnels that we will need to build our business.

In the dashboard, you will also find the link to the 8-Week Lunch Plan to build offers and start selling by week 6.

It also has the 4-Step Growth Plan. This is for a business that is already doing well but needs to grow, become dynamic, and multiply its earnings.

There are a lot of other tools that you will need.

So be sure to get it right away.

When you log into your members' area, you will get the link to download a copy of the A1 Marketing Plan, along with this book and some other bonuses.

You can access the member area here: almarketingplan.com/a1/.

Legal Disclaimer

I am here to help you.

I will not bullshit.

I will always tell the truth so you can make an educated decision.

My Only Goal Is To Help You Build A Prosperous Business

But no matter how good my intentions are or how good the information is, nothing works every time. The best tactics fail sometimes, and the worst ones work out. There is an element of luck and timing that comes with the business.

If you keep trying, you will strike gold very soon.

The difference between winners and losers is that winners do not give up when they fail. They keep improving and trying. This effort makes their success inevitable.

⇒ I am a college dropout. I have no formal education in business, finance, or another field.

⇒ I am sharing lessons I picked along the way as a marketer. No science, data, or academy proves or backs them up.

- ⇒ You should check with your financial advisors, lawyers, business coach, or other accredited professionals before implementing any lessons from this book.
- ⇒ Business is a risky venture, and you can end up losing money. I have lost money many times when trying new strategies. Often you have to keep modifying the tactics to make them work for your business.
- ⇒ Always assume that there will be errors and mistakes in this book. It is your responsibility to verify the information and whether it will work for you before using it. If you implement them, you will be doing so at your own risk.
- ⇒ You will not hold me, my companies, or my agents responsible for any action you take from reading this book.
- ⇒ I am sharing my marketing approach. I am not suggesting anyone act on it or do anything with this information. This book is for entertainment purposes only.

I want you to be aware of my credentials before you read and apply the lessons from this book.

Also, I have changed the names of people and businesses in some instances. I have also modified campaigns and business information at times.

I do not want someone to steal the strategies from my clients. They paid me money to get them developed.

Acknowledgement

Many people on this planet are self-made. Luckily, I am not one of them.

I am successful because of a few amazing people, their love, and support in my life. Having these people in life is my real asset.

I want to start by thanking my family. It is easy to pursue dreams by having a family that supports you. You know they have your back if something were to go wrong.

This is a privilege few people have. I am forever grateful to have this privilege. I would not be where I am in my life without the support and contribution of my family.

I want to thank Claire Marshall for bringing structure to my business. She made a great effort to help me build a strong brand.

We often hear marketers talk about what they would do to start a career if they lost everything. A few years back, I lost everything. Well, most of the things. I am rebuilding using the tactics from this book.

Speaking of the past few years, I want to thank my friend Michael, Arvinder, and Sheila, for helping me absorb the shock and bounce back.

My friend Mariana for daily message to keep me going with this book. This book was not possible without her help ☺

Many other people have been instrumental in my success. You all know who you are. I want you to know that I appreciate you and am grateful for your love and support!

I also want to offer sincere gratitude to my clients who believe in me and support me. Thanks to everyone who has ever made an investment by purchasing courses or training from me. Thank you to anyone who ever gave me a review or spread the word for my business.

I want to make everyone proud of my efforts. The good that will come from these efforts is a credit to everyone who contributed.

Finally, I want to thank myself for the hard work, focus, and relentless persuasion of goals :). Yes, I am my biggest fan. It is essential to acknowledge and appreciate yourself as you challenge yourself.

I put in a lot of hard work on this project. I want to make a difference in the lives of people. I am hopeful that the information in this book will help you achieve business and financial goals.

I wish love, happiness, success, and best wishes to everyone!

-Magic Leon

Warning:

In this section, I will convince you to read this book.

I will show the results people have achieved using these tactics.

These two themes will be prevalent throughout the book.

You have already purchased it. I already have your money. There is no need for me to convince you anymore. There is no need to keep talking about the results either.

I Am Making This Extra Effort Because I Want To Help You

I do not want you to postpone reading this book. I do not want you to get distracted. Reading this book will help you with ideas, tactics, and a plan to grow your business.

If You Make Only 1 Lesson From This Book Work, Your Business Will Be Better Than What It Is Now

And even if you do not find anything useful, you will learn what does not work for you.

Many who got this book will do nothing with it. Some may speed read, and others will postpone reading for a later and more convenient time. 6 months from now, they'll wonder why their life, business, and finances haven't improved.

Reading And Learning Are Good, But Only Action Brings Results

You have to apply new lessons to experience new results.

Having a plan and modifying it to work for your business is the only way to succeed.

I do the same thing for all my clients. We start with a business plan. We keep making adjustments until we get desirable results. Then we scale it and have a booming business.

If you are serious about building a successful business, read this book and do the tasks.

Prepare a marketing plan using the information and template that come with this book.

Execute the plan and make improvements using the lesson from this book. Stay focused and keep working until you achieve success.

A1 Marketing Plan

You will get a complete overview of the A1 Marketing plan in this section,

You will understand how the A1 plan works, how it can help your business, and why you should use it.

Who Is This Section For?

This section is for everyone because you want to get a good overview of the plan.

This section will also introduce you to the 3 different phases of the plan.

This will help you identify which phase is relevant to your business currently.

Introduction – Marketing Plan Is An Absolute Essential

The difference between a successful and an unsuccessful business is a good marketing plan!

It was 7 am in Miami. I was at the beach looking at a yoga class.

This class had over 60 students.

The instructor had to use a sound system so everyone could hear him.

Less than 100 feet away was another yoga class with only 3-4 members.

- ⇒ Can you guess why one class had huge participants while the other barely had 3-4 attendees?
- ⇒ Why does one business thrive and the other struggle in the same environment?
- ⇒ How come one business has to turn customers away while the other is praying to get a few more?
- ⇒ How come one business has a hundred thousand people on their email list while the other has only a few hundred? These few hundred people do not even open the emails.

- ⇒ Why is it that one business owner keeps coming up with great ideas to grow business? But another business owner struggles with ideas to get just a few customers?
- ⇒ How does one business sell products and coaching priced at thousands of dollars effortlessly? At the same time, another business struggles to sell products for ten dollars. At one point, I could not even sell products priced at \$2.99. How did I go from this to selling offers for ten, twenty, fifty, and even two-hundred thousand dollars?

This is the reality for most businesses. One thrives, and most struggle despite having the same playing field.

You might assume that the instructor has numerous students because he has been in the business for a long time.

Or he is a better instructor.

Or he is a public figure.

You might think even think that he got lucky.

And you will be right in thinking so.

But what you call luck/ unfair advantage is what I call a plan or a strategy.

Successful Businesses Have A Plan!

Their plan gives them a strategy to succeed. To an onlooker, this seems like luck.

The truth is that anyone can become lucky with proper planning and efforts.

Maybe you will not succeed right away.

But if you take strategic actions, you will succeed sooner or later.

When I did not have a plan, I struggled to sell offers for \$2.99. When I got strategic, I had no problem selling.

A well-crafted marketing plan made one yoga instructor successful over another.

The second instructor is doing what most small business owners do. Show up to work and hope with time, their business will grow.

This approach and thinking get small businesses, startups, coaches, and consultants in trouble. I have seen many become victims of this thinking.

Whether you are starting a business, want to find your first paying customer, multiply your sales and earnings, or turn around a struggling business - you will need a plan to achieve each of those goals.

Your business needs a strategy, along with hope, dreams, and passion. Without a plan and action, all you have is hope and dreams.

No one succeeds without a well-thought-out and strategic plan.

You cannot reach a destination unless you have a map to get there.

Your Marketing Plan Is Your Success Map

This book will help you create a marketing plan unique to your business. It will help you identify the steps, gather resources, and apply tactics to achieve your goals.

Your marketing plan will end confusion and map the steps to building a successful business in the shortest possible time.

It will also identify the steps to scale and build an unstoppable business.

⇒ You will draw a strategic plan to achieve your business goals even if you have no money, education, connections, or business experience.

⇒ You will outline the tactics to launch and kick-off sales.

⇒ You will craft tactics that will give you an unfair advantage over competitors and supercharge your growth.

⇒ You will engineer a strategy to multiply the number of customers rapidly, increase profits, and finally have a stable income, even if you are just starting or have had no luck in a while.

- ⇒ You will fabricate sales funnels to maximize your earnings and profits.
- ⇒ You will build a highly-motivated dream team to help at every step of the business, even if you do not have the budget to hire.
- ⇒ You will build checklists to automate your business, reduce workload, and increase productivity.

In short, you will devise a complete plan to take your business to success no matter your starting point.

Anyone Can Succeed With A Systematic Plan

- ✓ If you want to succeed, grow your business, and become financially successful, map your success plan. In the case of your business, your marketing plan is your success plan.
- ✓ Execute your plan, evaluate its performance, and improve it to get desired results.
- ✓ Keep drawing plans to reach the next level in your business using the tactics you learn in this book.

This book will give you all the knowledge and the resources to create a highly-impactful plan for your business.

You will drastically increase your odds of success and build a cash-rich business if you read the book and implement steps at the end of each lesson.

I am no God. I cannot make any promises.

All I can say is that: the tools and the knowledge in this book should give you a great shot at succeeding.

It is up to you to take advantage of them to reach your business goals or ignore them.

I have done the heavy lifting for you. I have made an easy step-by-step plan for you to follow and implement. All you have to do is to learn lessons and implement them.

A1 Marketing Plan

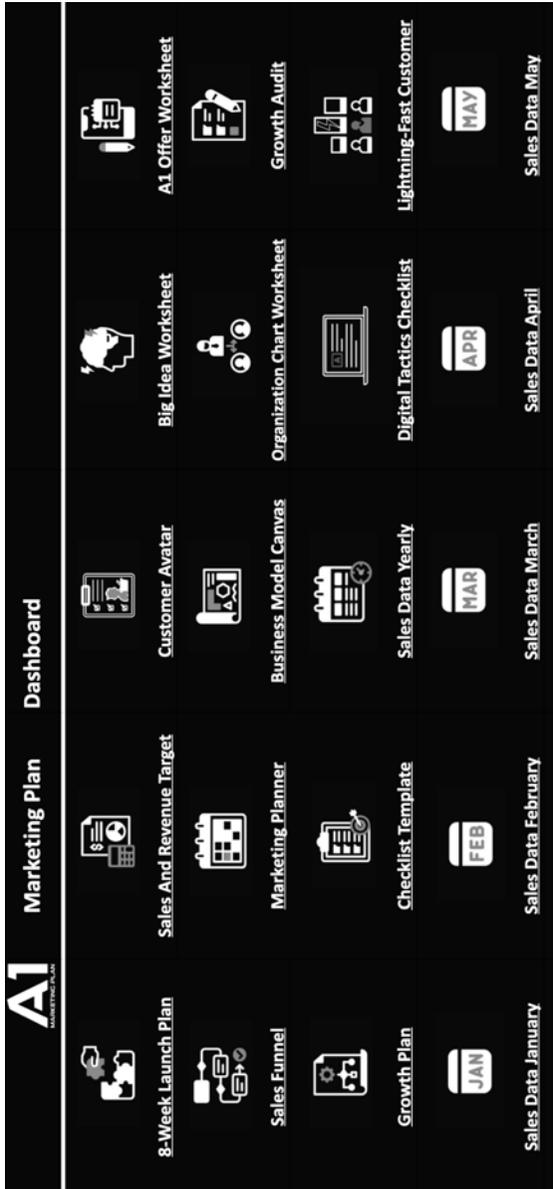


Image 3. This Is A Black And White Screenshot Of The A1 Marketing Plan Dashboard. You Can Download The Original Image From The Member Area.

What Is A1 Marketing Plan? How To Get It And How It Works?

A1 Marketing Plan is a complete business-building plan.

I created the A1 Marketing Plan to grow my business. It helped me identify the tactics and the “Next Steps” to become successful.

The plan will do the same for you. It will lead you step-by-step to building a successful, automated, and prospering business that is cash-rich.

A1 Marketing Plan Is A 2 Part Plan

Part 1: 8-Week Launch Plan To Launch Business And Kick-Off Sales

The first part is an 8-week launch plan to take your business off the ground.

This step will help you create irresistible sales offers, build sales channels, and find customers without spending money.

Why should anyone purchase your products or hire your business? How to make your products and services more attractive. How to identify the price that is profitable to you and makes the customer say yes automatically.

It is easy to start a yoga studio or an ad agency.

However, you need tactics to get clients. You will not fill your business by making a few posts on social media.

You will lose money on ads unless you have created a perfect offer that sells.

It is easy to get customers with a great offer and perfect pricing.

Once you have an attractive offer, all you have to do is present it to the right audience.

The launch plan helps you identify places to find your first thousand customers without running ads.

This helps you kick off your business without spending money. You collect data on customers that you can then use to run profitable ads.

In short, the first part of the plan is to launch your business. If you have an existing business, this step will help you improve your sales offers and start getting consistent sales.

Part 2: 4-Step Growth Plan To Ascend Your Business To Next Level

The second part of the plan helps scale your business, create automation, build an A-Team, and develop an unstoppable business.

In this stage, you need to multiply your earnings and profit. You will need to expand your line of business, attract new customers, and even enter new markets to achieve this goal.

You will need an A-Team and top partnerships to help you grow.

You will need a specific set of talents in your team member to level up. The talent on Fiverr is no longer enough for your business.

For example, you will need team members who have worked on high-volume campaigns to scale your sales. You will require a sales and marketing team that has worked at least on a million-dollar campaign.

You will need managers who have the experience to recruit top brands as partners in the industry. In short, you need a team that scales your progress and reduces your workload.

The 4-Step growth plan helps you build an A-Team and scale your business.

You will need a different and advanced set of tactics to scale your business. The tactics that you used in the early stage of your business are less impactful at this stage.

All of this will increase your workload. The 4-step plan will keep your workload low by helping you create automation and processes.

The 4-Step Growth Plan will help you identify tactics, talent, resources, and strategies to ascend your business to the next level.

This is why A1 Marketing Plan is a complete plan to launch and grow your business. It helps you with every stage of your business.

It will help you identify the “Next Steps” to grow your business. It will give you tools and lessons to plan and execute the next steps.

Why Use A1 Marketing Plan?

The A1 Marketing Plan is a complete business-building plan. That is why you should use it.

It helps you identify a strategic plan for your business. It teaches you how to perfect each step and get results. It gives you tools, templates, and all the resources you need to build a successful business.

Business Building Is Challenging. There are too many strategies and approaches to building a business.

This creates a problem.

Business owners are confused about which strategy to follow. They randomly choose tactics. One day they will be on social media, and the next day, they hire an agency to run ads.

They are all over.

They get little to no success from their efforts and switch to the next tactic.

This is bad for business.

You need to be strategic in your efforts to grow your business if you want to succeed.

Identify the tactics that have a significant impact on your business growth.

Then build a tactical plan to achieve results.

The A1 Marketing Plan helps you identify the most impactful tactics for the current stage of your business.

For example, it reveals 53 ways to get thousands of new customers without running ads. This is helpful for a new business that has no money, data, or experience to run ads.

It then helps you build an actionable plan and execute it.

It teaches you tactics along the way to improve the performance of your plan.

Once your strategies start producing results, you can add more to grow even faster.

The A1 Marketing Plan helps you focus the efforts on specific strategies to build your business. You are no longer confused and wasting your efforts.

It is the most strategic and concentrated approach to starting, growing, and building a flourishing business.

How I Became The Highest-Paid Coach And Created The A1 Marketing Plan

When I entered the dating industry in 2009, big names dominated the industry. They had TV shows and movies made after them.

Here I was, an uneducated guy with a thick Indian accent and no money in his pocket, trying to make a place in the industry.

I had no writing, reading, or presentation skills. I was sleeping on my friend's couch. Another friend of mine was feeding me.

How in the hell was I to compete with these giants? How in the hell was I going to get business, make money, and survive, let alone succeed.

It was tough. The odds were against me.

A friend advised me to do something else.

He said: *Magic, you are an Indian guy with a thick accent. No one will believe you can help them with their dating in the US.*

You have no writing or speaking skills.

You have no money.

How will you create messages, videos, and products?

How will you create marketing messages?

How will you promote yourself with no money?

I saw his concern.

- ⇒ How can a guy with nothing on him compete and succeed against enormous powers? How can someone emerge as a winner without money, resources, team, or experience?
- ⇒ How can a business get customers with no money to advertise?
- ⇒ Why would anyone buy from a new and no-brand over established brands?
- ⇒ How can someone spend months building a brand when they have bills due and no money on them?

The task seemed impossible.

I knew that the only way to succeed was to find solutions to these problems.

I spent a lot of time thinking of options to build my business.

I came up with a list of tactics that appeared to be the best option.

I started giving free talks to get clients. This seemed to be the best option for me at the time.

I joined a website called meetup.com. I created a group for single men, and gave them free dating lessons in these meetups. Many would sign up for a paid coaching session with me.

Then I approached dating forums and got some more talks.

This was not enough to make money. But what it did was that I got a few clients. I worked with them and got results.

I had clients give me a video testimony. I preferred video because I thought many people would doubt text reviews. They may think I wrote them.

I also had a specific strategy to get video reviews. I had my clients relay their success stories instead of praising me. This was impactful. It was different than what my competitors were doing.

My competition was publishing reviews about how great they were.

I was publishing stories of clients getting results.

Customers started seeing me as the coach to get results, and my business took off.

This was the best strategy for me at the time, and it worked.

Had I tried running ads or writing blogs, I would have failed.

I did not have the money or experience to run ads. My English skills were poor. I would have wasted a lot of effort going these ways.

Instead, I focused on client success.

My accent and education did not matter any longer. The market started taking me seriously because clients got phenomenal results after training with me. Client results made up for all that I lacked.

This win gave me the confidence to trust myself and do things differently. I researched and added many more tactics. And before you know, I became the highest-paid dating coach despite having no money or education.

A lot of my clients started asking me for business advice. I noticed that I kept coming back to the same strategies, principles, and processes to help every kind of business.

This was the first time I realized that I was using a system without recognizing it.

I turned it into a step-by-step process. This way, I can use it repeatedly. Over time it developed into a full-fledged system.

I have helped many businesses at all levels with the help of the A1 marketing plan, so I know that it works great.

You Are Probably In A Similar Situation. You Need A Custom Plan To Build Your Business!

You are probably a new or a small business in a market dominated by giant competitors.

Your competitors have vast resources to attract customers. And you are the little guy with limited or no means.

Maybe your competitor store or restaurant has been in business for a long time. They have loyal customers who have no reason to come to you.

This is why you need a strategic plan to make customers come to you and start driving the sales.

This is what I do in my business.

And what I do for every client I work with.

Let us say you do not have the money to advertise. How do you reach out to customers and make them give you their business?

There are many tactics to accomplish this.

One tactic is to position yourself as unique or different from the competition. Offer something your competitor does not. Later, we will discuss this in detail.

By differentiating, you offer a powerful reason for customers to try you.

Similarly, by offering something your competition does not, you give a strong reason for the customer to try you.

They are no longer trading their loyal store for you. This is something customers resist. They are trying a new product in the market or taking advantage of something their store does not offer.

They are not abandoning their usual McDonald's store. They are trying the McDonald's near their house. Or they are testing the spicy burger at Burger King that is not available at McDonald's or is better than McDonald's. Or your McDonald's has a special offer not available at their usual store.

You need to find unique tactics for each step of your business. If you can do that, you will be tremendously successful.

A1 Marketing plan helps you identify unique tactics and turn them into an actionable plan to achieve your business goals.

With that, let us go to the first part of the plan, which is the 8-Week Launch Plan.

8-Week Launch Plan

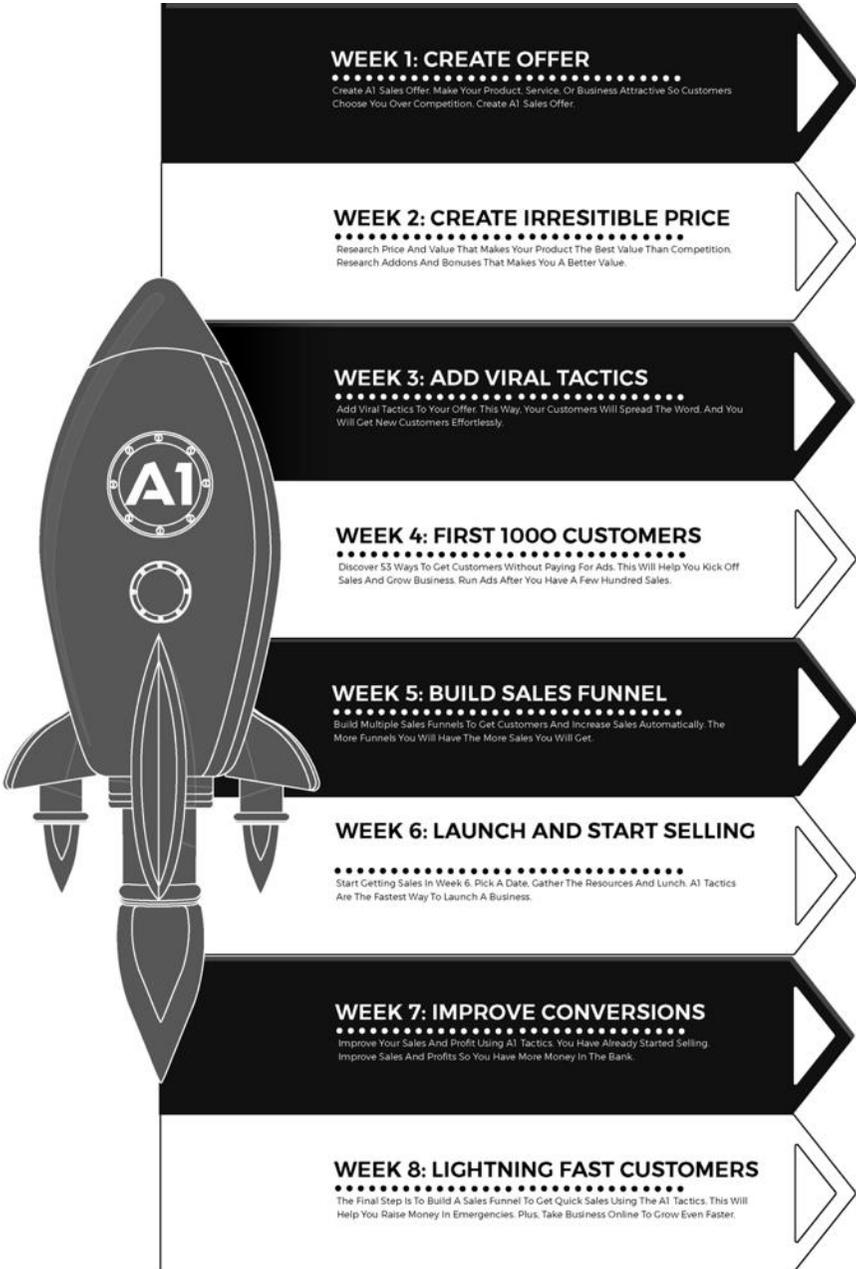


Image 4. This Is A Black And White Screenshot Of The 8-Step Launch Plan. You Can Download The Original Image From The Member Area.

Who Is This Section For?

An 8-week launch plan is the first part of the A1 Marketing Plan.

This part is for anyone starting a new business or growing their existing business.

Whether you have a retail store, restaurant, law firm, medical practice, consulting firm, online business, or any other type of business, you need to create a marketing plan for your business.

Read this part if you are new, not getting enough sales, or have an inconsistent business.

In this section, you will:

- ⇒ Discover the 8-week plan to launch your business or improve your struggling business. You will also get directions on how to use the 8-week launch plan.
- ⇒ In the first part, You will create a high-selling A1 proposition. You will construct sales messages, determine perfect pricing, and add viral tactics to your products or services.
- ⇒ You will then find ways to sell without running ads. You will get your first 1000 customers and kick off your sales. This will generate enough data and revenue to run ads.

- ⇒ You will learn to create sales funnels to acquire customers and get sales.
- ⇒ You will learn tactics to increase your sales and profits.
- ⇒ You will also learn how to get quick sales anytime you want to raise money to pay emergency expenses.
- ⇒ You will learn other tactics including, web marketing, to get sales and grow your business.

In short, this is the stage to launch a successful business.

The 8-week launch plan is the blueprint to building your business.

Use this launch plan if you have an idea and want to create a business out of it.

The eight-week launch plan covers all the steps from creating an A1 offer to getting sales without spending money on ads.

The plan has a specific task to do each week for 8 weeks. Complete these tasks, and you will launch your business in 6 weeks. You will then have 2 more weeks to make your offer even better.

Breakdown Of The 8-Week Launch Plan

Week 1: Build a customer avatar and create a high-converting offer. These two steps will help us target and market the right customers. Do the exercises at the end of each lesson and construct the A1 offer your products and services.

Week 2: Test your offer and make improvements based on the test results. The next step is to research the perfect price that will gain multiple customers, make you profit, and help you build an attractive brand.

Week 3: In the third week, you will add talking points to your offer, which will help you gain additional customers. This way, many more people will discover your business, and your sales will grow.

Week 4: In the fourth week, you will start to plan sales. You will discover 54 ways to get customers without running ads. You will choose 3 tactics and build sales funnels.

Week 5: You will continue building sales funnels in week 5. You will need 2 weeks to read, plan, and construct sales funnels as there is a lot to learn and implement.

Week 6: Finally, you are ready to start cashing your hard work. You will launch your sales in week 6. You will create checklists and monitor launch execution. This will help you prevent mistakes and prepare for future launches.

Week 7: In week 7, you will evaluate the performance of your sales funnels. You will tweak your funnels to increase sales and profits. In

addition, you will create evergreen sales funnels that will continuously acquire new customers for you.

Week 8: Week 8, you will create lightning-fast customer funnels. These are funnels designed to get quick sales and raise cash in times of emergency. This will help you raise money in times of need. You will also take your business digital by creating a website if you don't have one already. You will learn digital marketing tactics to get new customers and grow your sales.

If you do these tasks, you will be in business in no time. Your business will be on a solid footing.

Benefits Of Using The 8-Week Launch Plan

I like this linear approach to building business.

- ⇒ It keeps you focused on 1 task at a time. You do not get overwhelmed.
- ⇒ You have a clear path to reach your goal.
- ⇒ It makes it easy to identify the bottleneck and improve performance.
- ⇒ Often, business owners abandon sales campaigns for poor performance. This is because they have no idea how to find the problem and fix it. It is easy to spot the problem when you have a linear model.

Let us say you are not finding enough customers. You know the problem is where you are looking for the customers.

Instead of doubting your entire sales process, you test alternate channels to locate customers.

If you find that many customers are visiting your store but not purchasing, you know the problem is with your offer.

You need to rework it.

- ⇒ The other benefit of using this approach is that you can test and improve different parts of your campaign without risking the entire campaign. You can try a different price for your first offer. It won't affect other parts of your sales funnel if it fails.
- ⇒ If you have staff or agencies involved in your business, you can quickly identify who is doing a good job and anyone that needs help.
- ⇒ The 8-week funnel allows you to assign specific tasks to specific people. You can even set reminders. This way, no one misses the deadline.
- ⇒ When you launch your sales funnel, you can quickly measure the performance of two people or agencies.
- ⇒ You can test different offers and ideas without hurting your sales.
- ⇒ You can test offers from two alternate sources. Let us say you have two agencies. They both suggest a different product, price, or proposition for a specific product.

You can run a test and compare the two offers. Once again, if

none of them work, you will not lose the entire sales but only sales from one section.

There are many more benefits of adopting this approach, but you get the idea.

Download 8-Week Launch Plan

Go to the member area and download a copy of the A1 Marketing Plan.

There will be two different versions.

The first version is a blank template for your use. The second version is the prefilled template with sample content for reference.

You can download the A1 Marketing Plan from your member area by going to this page: almarketingplan.com/a1.

The A1 Marketing Plan is a Google Sheets document. You will need to import it to your Google Sheets. You will not have to pay any charges to Google for using it.

You will be able to use it online and offline.

There is a video tutorial in the member area. The video demonstrates how to import and customize the template to meet your business needs.

You can also import it in Microsoft Excel if you prefer that over Google Sheets.

The template will be available in your Google Sheets after you import it.

Double click on the template to open it.

The first page of the A1 Marketing Plan is a dashboard. This dashboard has shortcuts to access various worksheets.

Or you can read and do the tasks each week.

Either way, be sure to fill in the template. This way, you will have a documented plan to refer to and make changes in the future.

There is a good chance you will improvise your plan based on its performance and as your business grows.

With that, let us go to the first part and get started with the 8-Week Launch Plan.

Week 1 – Identify Customers And Create Base Offer For A1 Proposition

In the first week, we need to accomplish 2 tasks:

1. Create Customer Avatar
2. Create A1 Offer

So Let's get started.

Task 1: Build Customer Avatar For Successful Marketing

The first thing you need to do is discover your customer intimately by creating a customer avatar.

A customer avatar is the profile of your ideal customer. The more you know about your customer, the better you can market to them.

You may think that everyone is your customer.

This is not true.

Only a specific group of people will buy from you, no matter what business you do.

Not everyone is going to read your book or buy your clothing.

You need to research and identify people interested in your product or service.

To market your offers successfully, you need to identify your ideal customer. You need to know their age, gender, income, hobbies, passion, fears, and other information that helps you with marketing.

When you know your customer well, you will know where to find them and tailor your message to suit them.

Should you create offers and decorate your store for men or women? Should you design it to appeal young crowd or adults? You can find the answer to these questions by identifying the demographics of your ideal customer.

You will increase sales by carrying the proper inventory and creating appropriate messages.

Teenagers want to look attractive, but their parents want them to look proper. Whose wishes should you honor?

The answer lies in who makes the buying decision? Will the teenager pay for the clothes or their parents? Will the teens shop alone, or will their parents accompany them?

The knowledge of our customers is the most critical building block to create irresistible offers.

You need to know your customers even before creating an offer or starting a business. This will help you identify the right offers, messages, pricing, and marketing strategies. Do not create a product, open a store, craft a menu, run ads, or anything else until you architect a customer profile.

I update my customer avatar every year. In addition, I revise the customer avatar if an event or trend impacts my customers.

Updating customer avatars can give you great ideas on topics to advertise. You can also identify their current needs and offer more relevant products.

This is extremely useful for existing businesses to expand their market share and dominate.

It also creates an opportunity to increase earnings by adding new products.

Case Study: Lack Of Customer Avatar Resulting In Massive Failure

Recently, a business owner approached me asking how can he present his product to millions of people.

He was selling healthy organic snacks in a nitro pack. I tried his product, it was good.

I started by asking: "who do you want to sell"?

He replied: "everyone."

I responded: "you need to identify your core group of customers first."

He replied: "I have. I have tested my product on college kids, athletes, business professionals, and other demographics. I have also had focus groups. Everyone liked my product."

I asked: " How many of them gave you a repeat order?"

He replied: "It does not matter. I just want to know how to sell to a lot of people. I have done the customer avatar and everything else. I need the next step."

I could tell that he was frustrated.

His product was expiring in a few months. He needed to get rid of it. So he was desperate for sales.

He had hired various agencies in the past.

None of them delivered sales.

He did not want any more advice or steps. He wanted results.

As much as I wanted to help him, I knew he was not open to it. I decided not to get involved with his business.

It was clear that he had not identified his core buyers and, therefore, the right offer for them. This is why he was not getting sales.

If he had, he would already be selling to them. He would have had at least a few customers placing an order.

He gave test products and coupons to various groups. None of them came back for repeat sales.

He even spent a lot of money to get his website and product packaging design. The problem again was the even though the product and website looked good, they were not relevant to any group because he did not even know what group would buy.

All that money and effort was wasted because he was not strategic.

He should have identified his audience, relevant sales A1 angle, then designed his marketing material.

Once again, the only way to get a lot of sales is by making the right offer to the right group of people.

This is how you create a high converting offer.

This is how you sell a lot of products and grow your business.

This is a perfect example. If you do not target the right audience with the right sales angle, you will struggle to sell.

The very next day, I saw a little girl drinking apple juice from a nitro pack. She was happy and running around. The packaging was blue with a big smiley apple on it.

I am assuming that she was drinking sugary apple juice. The child was happy because the packaging spoke to her. She did not care if the drink was healthy or not.

I would have liked this guy to make a simple few changes to his packaging and sell healthy snacks for kids to suburban housewives. I have worked on a similar product before. It did well for this demographic.

We probably had to add a sticker or something to change the packaging. And educate suburban moms why this was a healthy snack for kids' lunch boxes.

The added advantage was that once kids got used to it, they would have a customer who would consume their snack for a few years.

The guy was hesitant to try anything different. He just wanted a way to present his product to millions of people. So there wasn't much I could do in that case.

I told him that if people did not buy from his initial giveaways. Therefore, I am sure they will not buy from the next giveaway. He will waste more money trying to get exposure. He will get more frustrated and quit.

I hope I am wrong for his sake, but I fear I will stand correct in the end.

I made him a final suggestion to sell this lot through distributors like Walmart. This way, he can get rid of his stock before it expires. But he did not want to take a cut on his profits.

I just wished him luck and ended the talks.

Whether you are a retailer, coach, consultant, trainer, agency, law firm, or any other business, identify your customer and the offer that appeals to them. If you have this, you will succeed effortlessly. If not, you will struggle for a long time.

How To Build A Customer Avatar?

Building your first customer avatar can be time-consuming. You think it is a waste of your time. It is not. Soon I will give you an example, and you will see the value of having a customer avatar.

For now, research and gather as much data as you can on your customers. Anything and everything you can find about your customers will help you.

There are a few ways to research and identify your customers:

1. Write down who you think your customers are. You have already thought about it and have a general idea. So start by writing your understanding of who an ideal customer is.
2. Research competition. Look at the social media accounts, Facebook group, and web forum if they have one. Study the profile and gather data on followers. Visit the social media accounts for the followers and commenters to collect data.
3. Set up a Meetup at meetup.com. Study people who join the group. If possible, set up a live event and see who shows up. The people who attend the meetup are highly-motivated. These are the right people for your avatar. You can also create an ad on Craigslist or other platforms for a live event.

4. A real easy way is to create your own Facebook group or forum. Then run ads to drive traffic. It is cheap to advertise groups. You can gain many followers by spending as little as \$50 - \$100. The good thing about this strategy is that you can learn a lot about your ideal customers by engaging them. You also have a list of customers to sell. If you run ads, be sure to target the right audience. You do not want to advertise to women if you sell to men. You only want to advertise in countries where your customers live. You do not want to create a customer avatar on someone who lives in Asia if you only market in America.
5. If you have a customer list, study your customers. You can even create a survey to collect information. I often conduct surveys on members of my email list. I enquire what products can I arrange for them. In addition, I ask them for a list of features/content they desire. I offer the product and get quick sales. I collect personal information as part of the survey.
6. I love quizzes. It is one of the best ways to gather customer data and grow your business. There is a successful lingerie

company called Adore Me. They built their business using a quiz. You can Google Adore Me lingerie quiz and see a list of their quiz. Sometimes you may not need as much data. This happens when you already have a running business and customer profile. If you have not taken the "Next Step Quiz", I recommend taking it. You can take the quiz here: altactics.com/next-step. I do not collect personal information with this quiz. However, I can see from the quiz results what business types take this quiz the most. I can identify problems that most people face. I can detect what stage of business do people face maximum challenges in. I use this data to create products, emails, and marketing messages.

There are other ways, but between these 6 you should gather enough data and create a perfect customer avatar.

Generally, I collect the following information to build a customer avatar:

- ⇒ Demographics,
- ⇒ Interest + Lifestyle,
- ⇒ Traits + Emotions,

⇒ Behavior,

⇒ Relationship To Your Product.

The A1 Marketing Plan comes with a customer avatar worksheet. You can access it here: almarketingplan.com/a1.

The worksheet has a sample avatar and a series of questions.

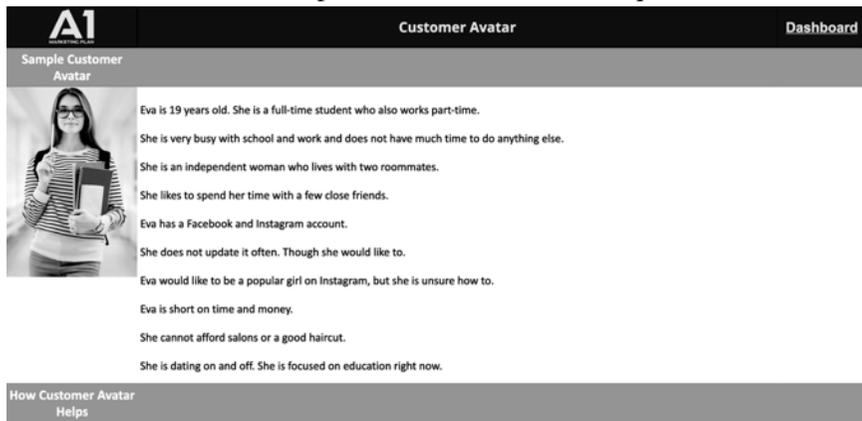


Image 7. This Is A Black And White Screenshot Of The Sample Customer Avatar. You Can Download The Original Image From The Member Area.

Customer Demographics		
Location		
Age		
Generation		
Relationship Status		
Education		
Work		
Income		
Residency (Owned/Rent)		
Family Size		
Other		
Interest + Lifestyle		
Business/Industry (Finance, Medicine, Marketing)		
Entertainment (Games, Movies, TV, Music, Drinking Etc.)		
Fitness And Health		
Food And Drinks		
Hobbies And Activities (Travel, Politics, etc.)		

Image 8. This Is A Black And White Screenshot Of The Customer Avatar Worksheet. You Can Download The Original Image From The Member Area.

Research the answers to these questions and fill in the worksheet. Then create a customer profile, as you'll see in the worksheet.

Take your time to create a customer avatar. This will be the driving piece of your business. The more accurate your customer avatar is, the more precise your business and marketing efforts will be.

When you are done with the customer avatar, you will discover their pain, pleasure, and desire. This will help you at each step of your business.

Customer Avatar Example With Practical Application

When I create avatars, I make them as existent as possible. I give my customer avatar a name. I even add a photo to identify what my ideal client looks like.

Here is a sample customer avatar. You will find the same description in the worksheet as well.

My avatars are usually much more detailed. I kept this short intentionally since it is just an exercise.



Image 9. This Is A Black And White Photo Of A Made Up Person For The Customer Avatar. You Can Download The Original Image From The Member Area.

Eva is 19 years old. She is a full-time student who also works part-time.

She is very busy with school and work and does not have much time to do anything else.

She is an independent woman who lives with two roommates.

She likes to spend her time with a few close friends.

Eva has a Facebook and Instagram account. She does not update it often. Though she would like to.

Eva would like to be a popular girl on Instagram, but she is unsure how to.

Eva is short on time and money.

She cannot afford salons or a good haircut.

She is dating on and off.

She is focused on education right now.

Avatar Application:

From this example, I know exactly how to influence Eva.

Eva is a general profile for most women in college.

They are busy, want to have fun, get attention, and have limited resources.

Based on the data I gathered, I can create specific campaigns to target Eva and women similar to her.

My website, social media, and promotion must have pictures and reviews from women who match the identity and lifestyle Of Eva.

Since my target audience is young women, I need to brand my product and create a youthful logo. If you look up T-Mobile, the majority of customers are women. This is why they use Magenta in their marketing.

⇒ If I was selling beauty products, I could create a campaign around her desire to be popular on Instagram.

⇒ I could create a campaign that women who use beauty products are most popular on Instagram.

⇒ I can offer to post photos of women who use our beauty products on our social media account for massive exposure.

This means that I will need to build a significant presence on social media.

⇒ I can create ads that show that women with our beauty product look prettiest or get the most attention when surrounded by other women.

- ⇒ Another campaign can be around the busy schedules of women. Maybe mix it with her dating life. The campaign could suggest that men will work around her busy schedule. Or men go out of their way to be with women who use our beauty products.
- ⇒ I can offer salon visits as a raffle each month.
- ⇒ I can offer easy payment plans since I know that women like Eva are tight on funds.
- ⇒ We can even offer scholarships or pay part of tuition as a raffle.
- ⇒ We can run ads to invite women to apply for a scholarship. We can go viral and get good exposure as an added benefit of this strategy.
- ⇒ I can offer back-to-school discounts.

As you can see from this example, customer avatar is significant.

It helps us identify everything from product naming and design to marketing campaigns and advertising.

Your entire business strategy comes from the customer avatar. So take time to create a customer avatar.

Gather as much data as you can on your customer.

The more intimately you know your customer, the better products and campaigns you create and the more business you get.

Ways To Improve Your Customer Avatar

I doubt you will need any of these, but I am sharing if you do.

Talk To Customers: One of the best ways to know more about your customers is to talk to them. If you already have a customer base, speak with them. Get answers to the questions in the avatar workbook.

You can get help from them at every step of the way. You can talk to customers when you create a product, packaging, ads, offers, or anything related to your business.

Remember, your business is for your customers. Make everything in your business appealing to them. Your taste, thoughts, and desire may differ from your customer.

Study Competition: The next step is to study competition. There are tools like [Alexa.com](https://www.alexa.com) to get web insights for your competitor.

Pay attention to their storefront, their ads, offers, and pricing.

Study the customer base who visit their location, website, or social media. Study their longest-running ads, most popular social media post, high-ranking web page, or any other asset that delivers customers.

Survey: Once again, if you have a list, you can survey your list.

Hire college students and have them do the survey for little money.

You can send them to the area where you find your intended customer base to conduct the survey.

You can also conduct online surveys. There are many websites like surveymoney.com to conduct online surveys.

Social Media: You can go on social media to discover an audience. You can learn a lot by scanning through a few social media accounts.

Take note of the gender and age range of people active on social media in your industry and your competitors.

Go to their personal profile of a few followers and get details for your avatar profile.

Ask Competition: One of the ways to get data is to reach out to your competition. Tell them you want to send them customers. Ask them what demographics respond best to their offers so you can send the right audience.

You can reach out to your competitors and even social media influencers to get this information.

Once you have your customer avatar, you can start creating your offer.

Because you know your customer, you will create an offer that appeals to them.

You will use benefits, phrases, images, pricing, warranty, and other elements that trigger a desire to buy in your customer.

Act Now:

Build your customer avatar using the customer avatar worksheet. You can find the sheet in the A1 Marketing Plan.

Task 2: Create Sales Offer

In this step, we will create an irresistible and high-converting sales offer.

You present your offer to the customer and get a sale.

This is one of the most influential parts of a business, if not the most significant part.

Why should a customer eat at your restaurant when there are others around?

Why should they hire you as a lawyer or a consultant?

Why should they choose your book over another?

A customer has many options. What makes you the right and the only option for them?

If you can trigger a desire in customers by answering these questions, you will have an unbeatable business.

You will acquire new customers and sell effortlessly.

You will make hefty profits, you will go viral, and your business will grow with little effort.

Every business, including a small kiosk at a shopping mall, needs a high-converting offer that sells quickly.

Most Businesses Have A Poor Sales Offer Or No Sales Offer

Most businesses fail because the owner does not have the clarity of what is they do. They have some ideas, but their version is bland, confusing, and unattractive.

The biggest problem is that businesses fail to trigger a buying desire in customers. This is because they do not know the core desires of their customers. As a result, they fail to connect their product or service with the core desire of their customer.

Truth be told, 90% of business owners cannot explain what they do and why their product or service matters to customers.

How can you create compelling sales offers if you do not understand what you do and why it matters to people?

When someone enquires about your business, product, or service, they are asking what's in it for them.

Do not just answer what you do.

They are not interested.

Connect what you do with the desire and problems of your customers. Even if the person asking the question is not your customer. Tell them how your business, product, or service fulfills the needs and desires of customers.

This will turn the description of your business into a sales proposition that is relevant to the customer. You will trigger sales without even asking.

When you create marketing messages, write emails or phone scripts, author a blog post, or produce any marketing material, focus on solving the needs and desires of customers.

What Makes A Good Sales offer

Identify the core desire or problem of your customers. Then offer your product as a bridge to their needs, cravings, and troubles.

This is what a great offer is all about.

The prime purpose of the offer is to convey to the customer that you have the perfect solution to meet their needs.

Acknowledging customer needs is way more important than offering a solution. A customer's trust in your offer increases when you demonstrate that you understand their problem.

You would not want a doctor to prescribe you medicines without the diagnosis.

The diagnosis makes you trust the treatment.

Similarly, acknowledging customer needs increases their faith in your offer.

A Good Sales Offer Discusses The Why And Not The What

The offer of this book is to help you launch and grow a profitable business. You did not buy the book because it is 400 pages long, has multiple bonuses, and the Marketing Plan template.

You purchased it because it appeals to your core desire to build a profitable business.

Often, businesses focus on the features. Features are important, but they do not drive sales.

The Features, Process, And Method Are Tools That Support The Promise Of Your Offer

Explain how your product or service can address the needs of your customers. Then talk about features to support your claim.

In the case of my book, it can help you start or build a profitable business with my book, videos, and bonuses.

Building a profitable business is the offer. The book, video tutorials, and bonuses are the tools that will deliver the promise of my proposition.

A Customer Buys The Solution And Not The Tools That Deliver That Solution

You care less whether I give you a book or a video. You are not interested in the length of the book. All you want is the formula to achieve your business goals as quickly as possible.

Focus less on what you are offering. Stress on what the customers will attain, which is their core desire. Then reveal the tools and processes that will make it happen.

A customer will go out of their way and pay any amount if you demonstrate that your offer will meet their needs.

The Success Of Your Business Depends On Your Offer

If you can create smashing offers, there is almost a 99% chance of you becoming successful.

No marketing tactic works if you have a poor offer.

Without a great offer, you can have an average business at best.

On the other hand, if you have a top offer, your marketing tactics hit a home run each time.

5-Step Process To Create A1 Offers Every Time

We will learn to create sales offers that make you the best and the only choice in this section.

It will give you clarity about your business. You will be able to tell others what you do with more clarity. You will be able to create better marketing messages and even offer. As a result, your sales and conversions will increase.

Selling becomes easy when you understand the connection between your offer and the customer's desire.

You then confidently promote your offers and gain new customers.

I use a 5-step process to create high-converting offers:

1. Research Big Idea.
2. Create A Simple Offer From The Big Idea.

3. Increasing Believability And Reducing Skepticism.
4. Increase Trust By Adding Credibility.
5. Incentive To Act Now.

You will discover these steps to creating A1 offers in the following section.

Read and do the writing exercise at the end of each lesson as you go along. This way, you will have your sales offer ready by the end of the week.

With that, let's go to the first step of creating high-converting offers.

I Devote 70-75% Of My Efforts to Creating The A1 Offer.

It takes a little work to construct an a1 offer. Take your time and make an effort.

Your A1 offer will not only help you make great sales offer. It will give you clarity about your business. You will be able to tell others what you do with more clarity. You will be able to create better marketing messages and even offer.

So don't be afraid to put in some work. It will be worth the effort when your sales and business take off because of your A1 offer.

If you have a great offer, your business is destined to succeed. You will cut your struggles by half and even more.

Everything will fall in place if you can get this one thing right.

If you get your A1 offer right, you will gain customers quickly and effortlessly. You will get repeat business. Your offer will go viral and bring additional customers automatically.

Download The Offer Worksheet

A1 Proposition Worksheet is part of the A1 Marketing Plan template.

You need it to create your A1 offer. Download it from your member area by visiting: a1marketingplan.com/a1.

A1 Proposition Dashboard						
Product 1						
Step 1	The Big Idea	Base Offer	Increase Believeability	Increase Credibility	Special Incentive To Act Now	Final Offer
	Tennis Backhand Lessons	Master Backhand Or Perfect Backhand In 24 Hours	Full Money Back	Celebrity Like Federer Roger	90% Off If Act Now	Perfect Backhand Technique of Federer Roger In 24 Hours Or Money Back! 90% Off Next 7 Minutes – Others Will Pay Full Price.
Step 2	A1 Price					
	Price From Research	Value Proposition	Superior Offer	Match Branding Goals	Ensure Profitability	
Main offer	\$27	1 Master Back hand Video Lesson + 1 Serve Video Lesson	2 Video Lessons Unannounced Bonus	NA	Upsell Tennis Mastery Course \$97	Back Hand Tennis Video + 2 Bonus Videos + 2 Unannounced Video Lessons For \$27. Plus, Tennis Mastery Upsell For \$97
Downsell 1	\$17	1 Master Back hand Video Lesson	1 Video Lessons Unannounced Bonus	NA	Upsell Tennis Mastery Course \$97	Back Hand Tennis Video + 1 Bonus Videos + 1 Unannounced Video Lessons For \$17. Plus,

Image 10. This Is A Black And White Screenshot Of The A1 Offer Worksheet. You Can Download The Original Image From The Member Area.

With that, let's go to the first step of creating high-converting offers.

Step - 1: Find The Big Idea For Your Offer

The first step is to identify the core desire of your customer that you will turn into an offer.

Find what will make an attractive and high-converting promise.

Go Deeper To Uncover Why Customers Need It

Do they need a fast car for fun, or do they travel long distances frequently and want to reduce the travel time with a fast car?

Identifying the why will help you create better-suited products, offers, and marketing messages.

The promise is the attainment of the customer's core desire.

In the weight loss industry, the promise will be to lose weight.

You can have an extended promise like "Lose weight in 6 weeks".

You can have a more specific promise like "Lose 2lbs in 30 days".

You can even include the product like "Lose 2lbs in 30 days with my health shakes".

Identifying the why makes it personal. Take a look at these examples:

"Lose 2lbs in 30 days to fit in your wedding dress again".

This would be highly impactful if the customer has outgrown her wedding dress but want to wear it again.

"Lose weight and get relief from joint pain."

Once again, this will be highly impactful if your customers are struggling with joint pain from being overweight.

The big idea is the core desire and the why behind it.

The big idea will become the promised result of your offer.

Even though the big idea becomes the promise of your offer, it does more than that.

It helps you discover what your customers want. This enables you to create targeted products and messages for your customers.

For example, you could offer a knee brace as an additional product.

You can offer vitamins for knee pain. You can write blog posts and advertising headlines connecting knee pain with weight.

You will use the big idea over and over in your business.

This is why I research the big idea.

Think of the big idea as the topic of focus or a segment to build your business on. It will become clear as you go through the chapter.

Magically, everything works great when you discover the right big idea.

It helps you acquire customers, get repeat business, go viral, stand apart from the competition, and help you grow fast.

Find A Big Idea To Create An Offer That Makes Your Product The Best Option For Your Customer.

It is not enough to be "just better" than the competition. You have to be matchless!

When I have a client who just started their business or whose business has not taken off yet, I begin by gathering data for their business.

I look for high-volume recurring themes of what customers want.

I use this research to create matchless offers, ads, promotions, email headlines, social media content, sales funnels, and more.

I then use these recurring themes with large volumes to create business angles, headlines, email subject lines, offers, social media content, media content, and more.

Basically, I take this data to create a business blueprint for my clients.

If you have something unique to offer, you will attract customers without even trying.

Your name will grow, and so will your business.

Without a massive differentiation, you will be the next fitness coach, another yoga school, another divorce lawyer, and nothing more.

I have a data-gathering template that I call my "Big Idea Workbook." I research and fill in the template with the information I find.

You can find my "Big Idea Template" in the member section.

I highly recommend you fill this template and identify the business angles for you.

A1 Big Idea Worksheet Dashboard						
Topic/Product/Competitor	Problems	Appreciation	Desire	Solution	Recurring	Big Idea
Healthy Coffee https://lifeboostcoffee.com/pages/healthy-coffee-02-19-22-dev-may-2021	Expensive, Every Coffee Has Health Benefits		A lot of people are looking for healthy coffee. Some are even wondering what is a healthy coffee. People are even wondering between healthy and organic coffee		People looking for it, Asking questions about it, and even controversy around it	Lifeboost is selling immune enhancing coffee. Can we find coffee with health benefits and carve our own niche? Are there any health benefits associated with our brand?
Coffee Shop Increases Productivity		Coffee linked to productivity can be a good marketing angle				Maybe special passes over the weekend who want to work? Give Free Productivity Tools As A Bonus?
Coffee Carbon Cost			People desire it to reduce carbon foot print. But		Highly shared post on Facebook. Maybe we could use this to create a viral theme?	Could create a low environmental impact coffee shop, coffee beans, coffee cups, and even coffee machine

Image 11. This Is A Black And White Screenshot Of The Big Idea Worksheet. You Can Download The Original Image From The Member Area.

You can download the template by accessing the member area here: a1marketingplan.com/a1

Research Big Idea To Create Your Base Offer

Earlier I mentioned that I spend 70-75% of my time creating an A1 offer. I spend the bulk of that 70-75% researching the big idea.

Many businesses turn their product features into an offer. Some randomly choose a topic they assume will be valuable to the customers.

These are bad ideas.

It does not matter what you love.

Customer Desires Are The Only Thing That Matters!

This is why you need to research and find what matters most to your customers right now.

Customer needs, desires, and value systems change regularly. Therefore, it is imperative to research ideas that are relevant today.

Research and find the big idea that will make you matchless to the competition.

Use that big idea to create offers and ads that pull in customers.

- ⇒ Find a big idea that is in demand.
- ⇒ Ensure that the big idea is fresh and makes your offer superior.
- ⇒ It should be believable and easy to understand.
- ⇒ It makes you superior and cutting edge.
- ⇒ It will make people talk about it.

Gather Data

When I research matchless offers for my clients, I use the following tools:

1. Google Trends trends.google.com

2. Google AdWords Keyword Tool
3. YouTube
4. Google Search
5. Facebook Groups
6. Buzz Sumo
7. Hootsuite.com
8. Forums
9. Trendhunter.com
10. Socialbakers.com
11. statista.com
12. hbr.org
13. trendwatching.com

Between these 13 resources, I can find profitable ideas quickly.

There is a video in the member section on how I research. Watch this video. Everything in the member section is for Free, so be sure to access them. Here is the link: almarketingplan.com/a1.

Example Of Researching Profitable Ideas.

If I go to Google Trends and type the term “buy car”, I get the following results:

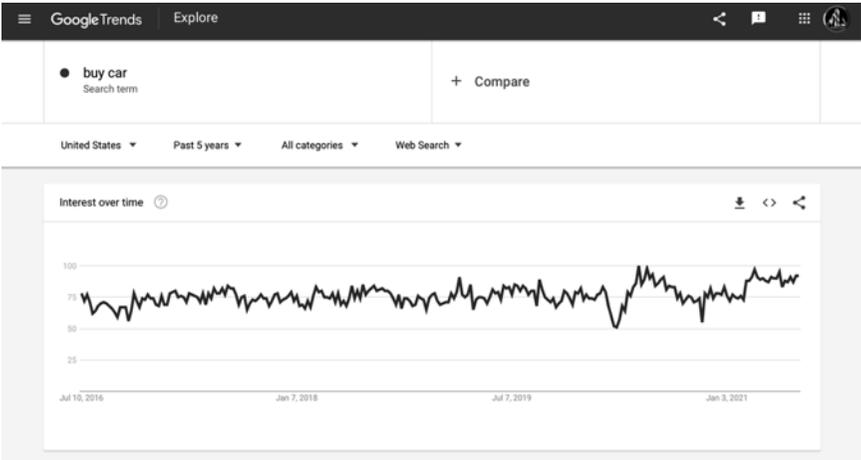


Image 12. This Is A Black And White Screenshot For The Search Term "Buy Car" In Google Trends. You Can Download The Original Image From The Member Area.

Here we see an average trend.

We see the search for buying cars is pretty steady.

At the bottom of the search results, you will see additional data.

On the right side (if you are on a desktop), you will see a section that will show you popular search terms.

This is where we explore what our customers are, specifically, seeking within the industry. We can use their desire to our advantage by creating a product or marketing they cannot resist.

Take a look at these two images:

Related queries ?		Rising ▼ ↓ <> 🔗
1	carvana buy my car	Breakout
2	buy a car with bad credit near me	Breakout
3	carvana	+2,200%
4	is now a good time to buy a car	+1,650%
5	walmart car seat buy back	+1,400%

< Showing 1-5 of 25 queries >

Image 13. This Is A Black And White Screenshot Of Google Trends. You Can Download The Original Image From The Member Area.

Related queries ?		Rising ▼ ↓ <> 🔗
21	buy here pay here car dealerships near me	+400%
22	car wash near me	+400%
23	buy a car online and have it delivered	+400%
24	car lots near me	+350%
25	we buy any car near me	+350%

< Showing 21-25 of 25 queries >

Image 14. This Is A Black And White Screenshot Of Google Trends. You Can Download The Original Image From The Member Area.

In image number 13, we see the search term buy a car with bad credit. It says “breakout” in front of it.

Google trends show you percent growth compared to original search terms for each search term.

“Breakout” means the search term is over 5000%. That is massive.

This means many people with bad credit are looking to buy a car.

If we can find a way to get cars for people with bad credit, we will crush it.

If I was a car dealer, I would look for lenders willing to finance people with bad credit. This will instantly give me an advantage over other car dealers.

I even see a long-term business opportunity here and a way to make even extra money.

I could create a package that includes credit repair and car financing. As part of the package, the customers put some money down. They also join the credit repair program. Once they repair their credit, they finance a car through me.

I can partner with a credit repair company and get a cut from the payment they get to fix credit. This will give me extra money that I can use to grow my business.

This is a great business model, by the way. I have worked with a client who was in the business of flipping homes.

They would accept clients with bad credit. They will sign them up for a credit repair program. Then get them in house-flipping business.

They made extra money when clients signed up for a credit repair program run by another company. This was an easy sale. It gave them extra money to run their business.

But right now, we are not talking about business models.

I do not want to throw you off by making things complicated.

I want to keep it simple.

I do not want you to feel that you have to do extra work. You do not.

I added this extra bit of information and the example to show infinite opportunities within your industry.

There are many untapped ideas.

The more ideas you can identify and apply to your business, the faster and steadily your business will grow.

Let us get back to the "bad credit" example.

Many creditors finance cars for people with bad credit.

Or you can find cheap cars to sell to them.

So this could be one segment that you can start with.

If you dislike this opportunity, look for another term.

In image 14, we see the term: “buy a car online and have it delivered”.

You see the number: “+400%” on the right side.

This means the search for this term is 400% more than before.

So this can definitely be another opportunity or an additional segment.

You can have a website where customers can see different cars and choose one.

They can pay in full or put down a small deposit to inspect the car in person.

Tesla is selling cars online right now.

So the idea is to look for trends and create a market segment around them.

This way, you know that whatever you offer is in demand and there will be no problem finding customers for it.

Similarly, you can look for search terms using Google Ads Keyword Planner. Look at this image:



Image 15. This Is A Black And White Screenshot Of Google Keyword Planner. You Can Download The Original Image From The Member Area.

This image shows results for the term "Yoga Miami" in Keyword Planner From Google Ads.

The terms “beach yoga” and “hot yoga” are popular.

I found a few other unique terms. But for now, this is enough to give you an idea.

The only other thing I look for is search terms with high competition. This is one of the filters you can use within the keyword tool.

High competition indicates that multiple people are bidding to show ads for the search term.

This is good news.

This means they are making money with these terms. Or they will not be spending money on ads.

So I can choose “beach yoga” or “hot yoga” as my segment.

If you search on YouTube or Google, they show you additional topics or versions of the search term that people are looking for.

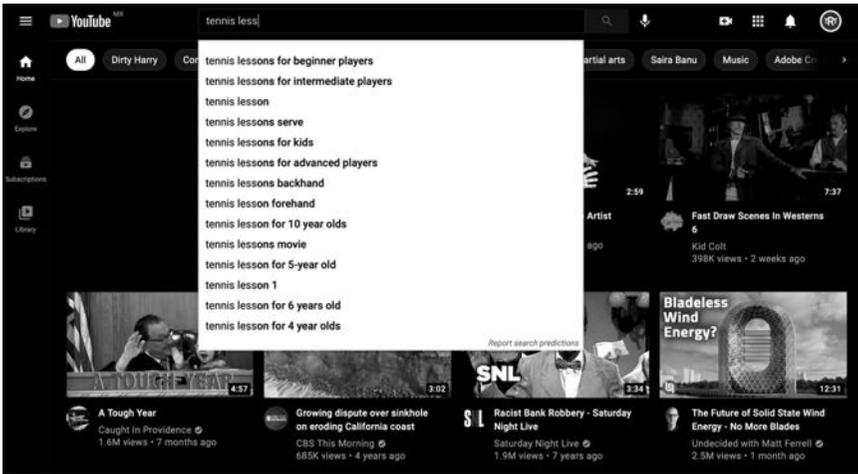


Image 16. This Is A Black And White Screenshot Of YouTube Search Result Suggestions. You Can Download The Original Image From The Member Area.

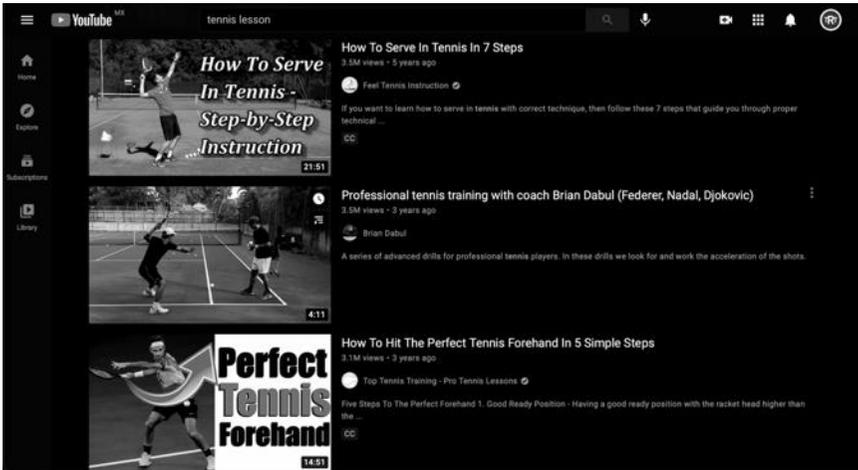


Image 17. This Is A Black And White Screenshot Of YouTube Videos Using the Most Watched Videos Filter. You Can Download The Original Image From The Member Area.

Image 16 is a screenshot of a search performed on YouTube for the term: “Tennis Lessons.”

YouTube suggests a list of additional terms like lessons for beginner, intermediate, advanced, and kids.

You also notice that tactical lessons like backhand and forehand appear in the search results.

The search results show that people are looking for tennis lessons based on the specific age of kids like 10, 6, and 4.

You can use these terms to create a unique market segment and attract multiple customers.

In image 17, I have used the YouTube filter for most-watched videos. The search results are now showing the most-watched videos.

There is a high view count for a 7-step system, professional tennis training, and perfect forehand.

We can turn all these topics into ideas within the tennis coaching business.

Instead of giving tennis lessons, you can teach a 7-step tennis training program. Or you can label your club: tennis schools for the professionals and so on.

You can even merge the search results. So you can create a 7-step system for kids or 6-step training for 6-year-old kids or 7-steps for 7-year-olds or a professional tennis camp for 10-year-old kids.

You get the idea. Instead of a tennis coach, you will be a tennis coach for a specific term that people want, as shown by the search data.

The Google search works the same. So I will save the repetition.

The next thing you can do is join a Facebook group or a forum for your industry.

Look for the most commented posts.

The topic for that post is something people are interested in. That is why they are engaged. This means this term is a lucrative opportunity.

Read a few more posts. See if any topics pop up more often.

Let's say you join a gardening forum.

You notice many people are talking about growing lilies.

You can create a guide to growing lilies instead of creating a generic gardening guide.

Instead of advertising just plant food, you can advertise plant food for specific plants like Lily or Rose. The product can still be the same, just marketed differently.

Once you go through these steps, you will see patterns and data for what people are interested in.

You take this knowledge from your research to create product and marketing campaigns. You will not be competing with other businesses if you do this.

You will have a unique proposition that no one else is offering. Your business and your product will be fresh in the market. This will give you a leg over the competition and make it easy to attract customers.

By the way, you do not have to use these just to create ideas. You can use these searches to create blog posts, to create products, tutorials, YouTube videos, email headlines, ads, landing page headlines, and use them for all kinds of marketing campaigns.

People are searching for these terms. So use them to attract customers.

Once you have identified the segment, do a quick test.

Create an ad on Facebook Or Google.

Have an opt-in page on your website to capture emails.

Send visitors from your ad to this opt-in page and see how many people give their email.

You have identified a good segment if you have an opt-in rate of 10-15%.

Or you can create a post on Facebook about the segment you chose. Ask people if they like the idea of your product. The response will tell you the viability of the product.

Anyone who says yes, gives a like, or gives their email, are prospects you can sell to as soon as you have your product ready.

Once you have identified a lucrative segment, the next step is to create an offer and present it to potential customers.

Example: How I Deduce A Big Idea From Research

I am recently helping a client who wants to buy coffee from South America, package it, and see it as his brand.

I never share client data without permission.

In this case, I have his permission.

Besides, I am sharing only 20 minutes of my research. None of this may be used for business by the time we launch.

So really, there is nothing valuable here.

However, it is a relevant example to demonstrate the working.

I am working on this project. So it is easy to talk about it instead of thinking of another project.

Here is an example of what the "Big Idea Worksheet" for his business looks like right now:

AI Big Idea Template Dashboard								
Topic/Product/Competitor	Problems	Appreciation	Desire	Solution	Recurring	Big Idea	Highlights From Customer Avatar	Suggested Action
Healthy Coffee https://thebestcoffee.co.uk/users/healthy-coffee-of-the-19-cp-dec-mar-2021	Expensive, Every Coffee Has Health Benefits		A lot of people are looking for healthy coffee. Some are even wondering what is a healthy coffee. People are even wondering between healthy and organic coffee		People looking for it, Asking questions about it, and even controversy around it	I Reboost is selling immune enhancing coffee. Can we find coffee with health benefits and carve our own niche? Are there any health benefits associated with our brand?		Associate Health Benefit To Our Coffee
Coffee Shop Increases Productivity		Coffee linked to productivity can be a good marketing angle				Maybe special passes over the weekend who want to work? Give Free Productivity Tools As A Bonus?		Partner With Co-Working Spaces And Restaurants Where People Work, Think Of A Productivity Or Networking Tool That Can Be Given With The Coffee Bags. Could Be An Online Meeting Scheduler, Calendar, Thumb Drive, Mouse Pad, Etc.
Coffee Carbon Cost			people desire it to reduce carbon foot print. But most avoid bamboo cups have poisonous plastic in them. https://www.lamonaat.de/ https://thebestcoffee.co.uk/users/bamboo-coffee-cups-german-consumer-group-warns/226079AC		Highly shared post on Facebook. Maybe we could use this to create a viral theme?	Could create a low environmental impact coffee shop, coffee beans, coffee cups, and even coffee machine		Let's Plan And Show A Low Carbon Footprint
Bamboo Cups Coffee								

Image 18. This Is A Black And White Screenshot Of the Big Idea Worksheet. You Can Download The Original Image From The Member Area.

So far, I have researched Buzzsumo, Google, Facebook groups, and a couple of forums to look for data on coffee.

When I go to these sites, I look for trending topics.

I am interested in articles or stories that have been shared a lot and are popular.

I make an entry for any topic that is popular. I then pay attention to recurring themes.

Finally, I use this data to create a marketing blueprint.

Here are a few screenshots from my research:

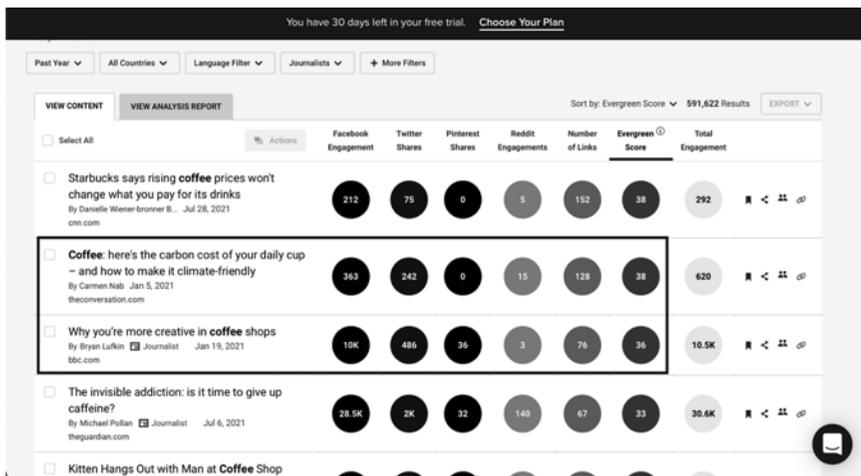


Image 19. This Is A Black And White Screenshot Of Search Results From Buzzsumo. You Can Download The Original Image From The Member Area.

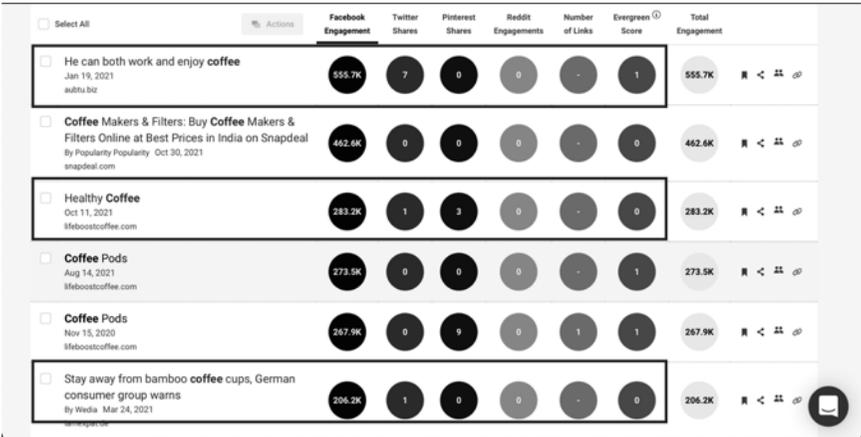


Image 20. This Is Another Black And White Screenshot Of Search Results From Buzzsumo. You Can Download The Original Image From The Member Area.

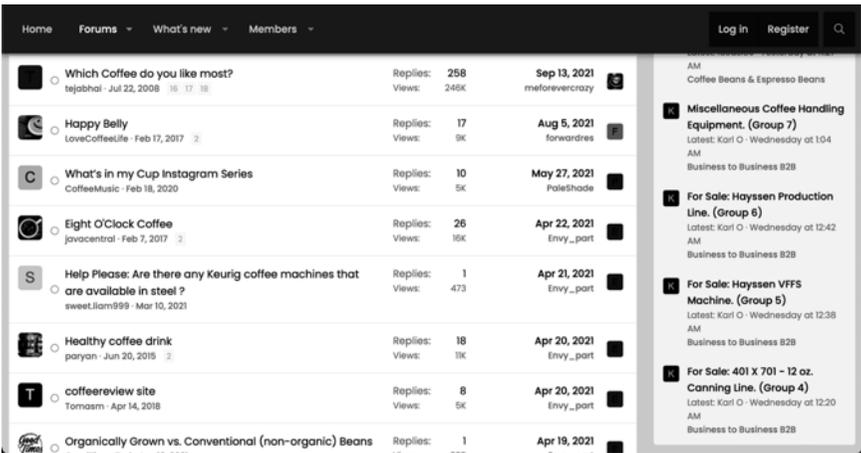


Image 21. This Is A Black And White Screenshot Of Search Results From A Coffee Forum. You Can Download The Original Image From The Member Area.

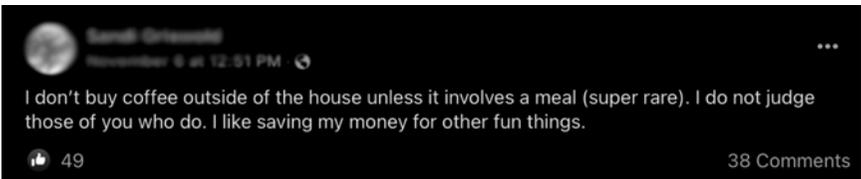


Image 22. This Is A Black And White Screenshot Of A Comment Made On A Coffee Forum. You Can Download The Original Image From The Member Area.

When I went through these sites, I found the following recurring themes:

- ⇒ People are interested in healthy coffee.
- ⇒ People are getting concerned about the coffee carbon footprint.
- ⇒ People are interested in coffee and productivity.
- ⇒ People want to learn more about various types of coffee.
- ⇒ People were concerned with the cost of drinking coffee outside.
- ⇒ People were interested in foreign blends.

The two themes that were the most recurring were: Healthy Coffee And Eco-Friendly Coffee.

I found a news story that Bamboo cups were poisonous, so people should not use them.

I also found a website selling immune-boosting coffee.

Based on this, we can do something with an eco-friendly coffee that is also healthy.

For example: "our eco-friendly coffee to increase productivity or alertness."

We could open a low carbon footprint coffee store.

We can place our coffee in co-working spaces and restaurants where freelancers work. This can get exposure to our coffee.

So you see, I am not focusing on selling coffee.

- ⇒ I am thinking about the angle that will make my coffee attractive and popular.
- ⇒ What will make people try and talk about it?
- ⇒ How much are they willing to pay, and how often are they willing to spend?
- ⇒ How can I be the coffee that is fresh, in demand, and matchless?

If I have the product customers want, it is game over.

If coffee from my client does not have health benefits or low carbon emission, I will look for a way to add them.

I may even reach out to a coffee expert and get help to identify health benefits plus carbon offset for our coffee.

Worst case, I will research again for additional ideas.

I will keep researching unless I know I have discovered the idea that makes us superior and matchless.

These Ideas Will Become My Base Offer

I Will Improve It Using A Formula That You Will Discover In The Next Section.

You need to do the same thing for your business.

Research and gather data on what your customers are looking for. Look for something fresh, in-demand, and can make you superior.

You then take this "big idea" to create your A1 offer.

You are not creating or selling a new product. You are using the big idea to promote your product. Instead of coffee, you are selling organic coffee or eco coffee if that is the trend.

You will kick off sales and grow your business quickly if you adopt this strategy.

You Should Ideally Stick To One Big Idea.

This Will Be The Leading Attraction Of Your Brand Or Product.

You can then research additional big ideas to promote the same product. This will keep your ads and marketing fresh.

If the trend changes, your big idea gets saturated or outdated, you can research a new Big Idea for your brand.

You Can Also Use The Long And Short Trends To Promote Your Products.

For example, you can offer a Christmas coffee around Christmas.

Many coffee shops and bakeries offer pumpkin-flavored food and beverages around the holiday season. This is an example of a business taking advantage of short-term trends.

Buyers are more likely to buy Christmas coffee over healthy coffee around Christmas.

They are more likely to open and click emails that focus on the short-term and present trends.

You can also blend your long and short-term idea by offering something like healthy Christmas coffee.

Act Now:

Go to Facebook groups, forums, Buzzsumo, and other relevant websites to gather data on customers and your industry.

Enter them in the Big Idea Workbook.

You can find it in your A1 Marketing Plan.

Look for ideas in recurring topics that are also popular and create a base offer from it.

Step - 2 – Create A Simple Offer From The Big Idea

An offer is a simple and captivating presentation of your big idea in as few words as possible.

The purpose of your offer is to hook customers. Think of your offer as a news headline that makes you decide if you will read the story or skip it.

Think of it as an elevator pitch. It should convey the offer in as few words as possible.

In the chapter with Big Idea, we identified organic coffee and healthy coffee as our big idea. Now we will think of creating a proposition using our Big Idea.

If you identified selling sports cars as your segment, then selling sports cars is your main simplified offer.

I added the word “simplified” in the sentence above because your offer should be simple and easy to understand. Do not make it complicated.

Customers are lazy. They do not want to do the extra work to make sense of your offer or why it is good for them. The job of your pitch is to convey the main irresistible attraction and make customers want to know more about it.

Easy For An 8-Year Old To Understand!

Your pitch should be attention-grabbing but easy for an 8-year-old to understand. The only exception is a technical offer that requires terminology or if you make a proposition for a group that is familiar with your industry. Often B2B offers also need technical details.

Here is an example. If you were in the market to buy a course on business building, would you prefer:

A course on how to start a business, find customers, segregate them based on geography, gender, income, status, desires, interests, then create ads and offers to sell products while reducing your ad costs and increasing your profits?

Or would you prefer:

A simple course to find customers and sell for a profit. (I can even remove the profits, and the offer will still be ok.)

Create as simple an offer as possible, then add technical information if needed.

Like most business owners, you are proud of the benefits and features of your product.

You are proud to talk about your education and training.

You are proud to show off the groups that recognize you and the awards you have won.

You assume these will increase your product value.

This is partially true. There is a time and place to talk about features or your journey. The main offer is not the place to show it.

The Base Offer Should Hook Your Customer!

The goal of your base offer is to hook your customer. It should shock them. It should grab their attention and make them curious to find more. Think of your main offer as a news headline that makes you decide if you will read the story or skip it. You want to make your prospective customers want to read your story.

You only have a few seconds to catch the attention of your customer. So be sure to present a simple, impactful, quick, and easy-to-understand offer that will get them interested instantly.

The objective of your offer is to get the customers to want to learn more about it. Nothing more!

Hollywood scripts are a one-line pitch. If that pitch is interesting, the agent will read it. Else, it will go into the trash can.

It is the same with your customers.

Based on your main offer, they will decide, if they want, to learn more about it or walk away.

Build It Like A Hollywood Pitch (Simple – Not Confusing)!

So build your main offer like it was a one-liner Hollywood pitch.

Start by crafting your main offer.

Next, workshop it so you can convey the pitch quickly but impactfully.

If you can do this, you have a simplified and impactful offer.

Let us go back to tennis as an example. My research showed a demand for backhand lessons. Few classes focus or specialize in backhand lessons. This is why I chose this as the segment to attract customers.

Here, my simple offer will be: Get A Perfect Backhand.

I am not overcomplicating my offer. I am not advertising backhand to handle different serves. Or backhand for serves at various speeds, etc.

These additions will be too much information. It will distract the customer from the simple message.

The customer will get confused if the offer is about backhand, fast-paced backhand, or something else. This is too much information.

I can convey these features later when they are interested in learning more about my offer.

When they discover additional features, their interest will increase even more.

For now, I want to grab their attention with the most impactful benefit or promise.

Examples Of Simplified Offers!

Here are a few examples of simplified offers that I have created for clients in the past:

Your Dinner Is On Us! Leave Credit Cards At Home!

2 Minute Organic Dinner! Half The Price Of Wholefoods!

Trade Your Home To Live Next To Celebrities. Your Mortgage Remains Same.

Buy A Mansion At The Price Of A Condo. Learn How

Buy A Rich Man's Home On A Poor Man's Budget. No Catch! Learn How...

These offers are short and sweet.

They get your attention and want you to learn more about the offer.

They do not go into much detail and convey the most impactful information.

Get free dinner, get organic dinner, ready in 2 minutes, half the price of Wholefoods, live next to celebrities without paying more, buy a mansion for cheap, and buy a rich man's home for cheap. These are promises. If they were to accept the offer, this would be the outcome.

And that is all you have to cover in your simple offer.

Write the central promise of your product or service in as few words as possible.

Make it as impactful and attention-grabbing as possible.

When creating a simple offer, I push the boundary as far as possible.

Unbelievable But True!

I want my simple offer to be almost shocking and seem unbelievable but could be true. This helps get the attention of the customer.

The key here is “seems unbelievable or unreal but could be true.” If the offer was to buy a million-dollar home for \$1. That seems unreal and something that might be a Nigerian email scam.

But if the offer was to buy a million-dollar home even with bad credit and little money to put down, this sounds unreal but could be true.

The audience should find the offer too good to be true.

It should make them want to explore if it is genuine.

Achieve this balance, and you will have an unbelievable but true offer.

An Excellent Resource That Can Help You Learn The Skill To Craft Great Pitches Is Tabloid Magazines.

Tabloids have some of the best and most shocking headlines. Tabloids are designed for impulsive buys. This means they need to trigger the buying impulse right away.

I am subscribed to most tabloids. I read their headlines and often use them to create my headline.

Anytime I see a headline I like, I add it to a document. This gives me a databank on shocking headlines.

When I have a Big Idea, I apply it to the headline to create my proposition.

Here is an example of a headline from People magazine. The headline says My Untold Story.



Image 23. This Is A Black And White Screenshot Of A Headline From The Cover Of People Magazine. You Can Download The Original Image From The Member Area.

I can improvise this headline and apply it to various big ideas.

I can apply it to this book: A1 Marketing Plan My Untold Marketing Strategy.

I can create a blog title or an email headline: Healthy Coffee The Untold Story. Or Dangers Of Coffee The Untold Story. Or Benefits Of [Coffee Brand] The Untold Story.

These are not the best examples. I created them on the fly.

If I was creating actual offers, I would spend more time creating amazing offers.

I would also not apply the same headline to everything as I did here. I will look for a headline that fits my Big Idea perfectly and use it.

You can use these ideas for various things.

I am subscribed to various tabloids and magazines. You can pick the ones you like or which suit your industry better. You do not even have to buy or subscribe to these magazines. You can find the cover for most magazines and tabloids on Google for free.

Act Now:

Take the Big Idea for your product and create a main simplified offer.

Then add the main simplified idea to the A1 Proposition Worksheet.

Step – 3 Increasing Believability And Reducing Skepticism

You now have your seductive base offer.

The next thing is to make your offer believable when possible. This will help you reduce the resistance of customers.

Sometimes you may not be able to do this in the pitch. That is ok.

In that case, you need to address it a little later in the selling process, but you absolutely have to do it.

The skepticism of your customer will discourage them from taking the deal if you do not increase the credibility of your offer.

Offering real client testimonials, justifying the offer, free trial, money-back guarantee are a few of the things you can do to boost customer confidence in your proposition.

It shows that you believe in your offer and will stand by it.

That is why you are offering a money-back guarantee or letting them try before paying.

Proof Is The Number One Selling Factor. It Eliminates Doubt And Increases Desire

You are also showing proof as testimonials or screenshots.

Proof that your offer is genuine and liked by many people increases customer confidence.

You will notice that in all my businesses, I use reviews, screenshots, and other forms of proof heavily.

This is because the proof is the number one selling factor.

You can never have enough proof and credibility.

At the beginning of this book, I again share screenshots of my earnings. You have already purchased the book. Why do I need to present the proof again?

The screenshots are to remind you and boost your confidence. They prove what you are learning works. I want to motivate you to read the book, do exercises, and execute lessons.

In addition, I share stories in every lesson to show my point.

Why?

Because stories from other businesses instill confidence in you.

You get to see the impact A1MP had on their business. This excites you to take advantage of these tactics as well.

The side benefit is that these stories expand your idea tool kit. You may use some of these tactics for your business as well.

Case in point, you can never have enough proof and credibility.

Examples:

Let us start with the tennis example.

Our main simplified offer was: Get A Perfect Backhand.

We can further enhance it by strengthening our claim:
Perfect Backhand in 24 Hours Or Full Money Back!

We are now backing the offer with a full money-back guarantee to boost customer confidence in our offer and wipe out any resistance.

The promise to perfect backhand in 24 hours or money back shows our confidence in the offer. This multiplies customer confidence in our offer.

Your Dinner Is On Us! Leave Your Credit Card At Home!

By asking to leave credit cards at home, we eliminate skepticism that we will trick them into buying something.

Most of us are used to shady marketing tricks. Businesses get your credit card, then bill you continuously and get away with it because of the fine print.

Customers are paranoid. They are always searching for sales traps in offers.

When we ask them to leave the credit cards at home, it doubles their faith in the offer. They think it must be true. Why else would the business ask me not to bring money or credit cards?

This delivers confidence to your offer and differentiates it from “too good to be true” offers.

Customer curiosity increases and they want to know more about our offer. They are curious to find out what you are offering and why.

Your customer is focusing on the offer instead of the traps in it. Their resistance has turned into unquenchable curiosity.

You have triggered a strong desire in them to test your offer.

Buy A Rich Man's Home On A Poor Man's Budget. No Catch! Learn How...

In this pitch, you are addressing the doubt head-on. You are claiming there is no catch and inviting to discover the facts.

This leaves no room for skepticism.

They are now curious to find details and explore how we made this offer possible.

In this step, we improved offers by increasing credibility and believability. We then eliminated doubts, skepticism, and resistance.

Act Now:

Workshop your main simplified offer to make it believable and eliminate resistance.

Add it to the Increase Believability section of the A1 Proposition Worksheet.

Step - 4 Increase Trust By Adding Credibility

In this step, you add credibility to your offer, increasing its desirability.

To achieve credibility, you quote science, quotes from an authority, celebrity testimonials, quotes or references, current events, stats, and anything that can grant credibility and high status to your offer.

Your conversions will shoot through the roof if you can make them credible.

Let us go back to our tennis example to show how credibility can make our offer even more tempting.

Let us start by thinking, what qualifies as a good backhand? A perfect backhand to me might be a terrible backhand to you.

Saying perfect backhand is vague and does not help customers.

When possible, your offer should be quantitative.

This gives your offer a measuring standard that customers can use to calculate its quality and efficiency.

Customers respond well to clear and specific offers. They want to know what they will get, exactly, in exchange for parting with money.

A vague promise leaves them with uncertainty.

They now have to guess what they will receive. This uncertainty and vagueness create resistance and kill sales.

If you can add specific measurements, it will be easier for the customer to see the benefit from their purchase. It will then make it easy for them to buy.

Let us apply this to our tennis backhand offer.

Perfect Backhand Technique of Federer Roger Or Money Back.

By mentioning Roger Federer, I transfer his credibility to my offer. I also added a measurement that the customers will perfect the same technique that Federer Roger uses.

There is no ambiguity.

They know, exactly, that they will learn backhand techniques that Federer uses and improve their game.

Here is another one:

Trade Your Home And Live Next To Celebrities. Your Mortgage Remains The Same.

When you hear this, what comes to your mind?

You were probably thinking of a fancy place in Beverly Hills, right?

Nowhere does the offer suggest a house in Beverly Hills. Your customer draws this comparison automatically.

They assume your property is in Beverly Hills or as good as a house in Beverly Hills.

When they study the offer, they realize they are buying a condo in a neighborhood where some celebrity lives.

This appeases their curiosity why their mortgage will not increase - because they will trade their condo or similar size home for this property.

Every claim in the offer is genuine.

The difference is that we made our offer stand out and get noticed by focusing on the celebrity angle.

Most real estate offers safety, convenience, and amenities as a selling point.

We focus on upgrading lifestyle and social status as a selling point. We assume that the basics like safety and amenities are always present in luxurious neighborhoods where celebrities live.

Upgrading lifestyle and social status give freshness and uniqueness to the offer. This is in contrast to most real estate offers that are boring and predictable.

The offer seems like a once-in-a-lifetime opportunity. And the perceived value of the property increases because of the celebrity factor.

Act Now:

Research and add credibility to your offer.

Add it to the Super Credibility section of your A1 Proposition Worksheet.

Step - 5 – Special Incentive To Act Now

This one is obvious and does not need much explanation.

When possible, add urgency or a reward to make your customers act fast.

This is important.

Customers are bombarded with multiple offers.

They are busy.

They get distracted easily.

So when you have them, get them to take action right away, else you risk losing them.

But do this only if it fits.

Do not add the benefit if it makes your offer too long or sounds too complicated. Or if it takes away the power from it or makes it pushy.

I can add urgency/reward to my tennis backhand by offering a special price to a few people who act right away:

90% Off if you buy in the next 7 minutes – Others will pay full price.

My complete offer will be:

Perfect Backhand Technique Of Federer Roger Or Money Back!

90% Off next 7 minutes – Others will pay full price.

I am giving them a chance to save money and have an advantage over others who will pay a full price. Getting a better deal over others is a huge motivator for people to act.

I can also create urgency by saying only 50 copies are left, but if it is a digital product, that seems wrong.

I could, however, say that I am only going to sell to 50 people at 90% off. I am offering this special discount to collect 50 reviews. Once I have those reviews, I will increase the price. This makes it believable.

I added the “limited quantity tactic” to the real estate offer that there are only 2 properties available.

This makes sense.

You will not have 500 properties available next to celebrity homes.

I did not add the limited quantity tactic to the main offer.

Because it made the offer too long.

If the offer is too long, it kills the impact.

Further, the real estate offer was already a shocking claim. I did not want to push it too much and seem like a scam.

I highlighted the limited quantity at the end of the pitch and right before they were supposed to take action. This created urgency and motivation to act now or lose the chance to live next to the celebrities.

If I was a retailer or a car dealer, I would use the same strategy when selling in person.

I would mention that this automobile is the last piece in a specific color, combination, or price.

Or this is the last car that comes with free oil change for six months or warranty for 1 year.

Or this is the last day of our sale because we sold more than we expected and have lost a lot of money. We have decided to end the offer tonight.

All you have to do is give a compelling reason to act immediately or miss a great opportunity.

Sometimes the reason to act is personal. The yoga coach who handed letters to passersby offered a different incentive to take action.

She offered friendship. She invited her customers to have a smoothie with her after the yoga session. This is a personal incentive to take action.

This incentive works well if you are a coach, consultant, influencer, or celebrity. Often getting access to you is an incentive to take immediate action.

I have numerous clients who purchased an expensive workshop just to spend a weekend with me. They were less interested in learning and more interested in meeting me.

I have clients who buy phone coaching to have me as their support system.

Offering personal access, friendship, entry to your inner circle can also be factors that can push customers to take action.

Act Now:

Research and add special incentives to act now.

Add it to the Special Incentives To Act Now column in your A1 Proposition Worksheet.

Week 2 - Test Your Base Offer And Identify The Perfect Price

In week 2, do the following:

1. Test Your Offer
2. Identify The Perfect Price For Your Offer

Task 1: Testing And Improvising A1 Offer

I test my sales offer before launching it.

I want to be sure that my idea will pay off. I do not want to spend time and money only to find out that my offer bombed.

You should do the same.

In this part, I will share two tests that I use to evaluate the performance of my offers. Use either of these tests to judge the quality of your offer before launching it.

In-Person Test

I tell about my offers to people I do not know. I usually go out to bars and coffee shops.

I will approach people and start a conversation. When they ask me what I do, I share my offers.

If they respond by saying cool or wow or awesome, I know my proposition is not working.

They are just being polite.

But if they respond by saying, where can I learn more about it, how much is it for, or where do I get it, I know I have a winning proposition.

I have a winning offer if people respond with a desire to purchase or ask questions with buying intentions.

Online Test

Another way to test is to create an ad on Facebook with your main proposition.

You can test your offers online even if you are not selling online.

We only need to validate our offers at this point. It does not matter where and how we do it.

Create an ad. See how many people click on it. Add an opt-in form or a buy now button on the landing page. See how many people give their emails or buy your product.

If you have about 10% opt-in, there is a good chance that you have a winning proposition. Many people will say that this is a low number, but it is not.

If you want to be 100% sure, create another ad. This time use the offers that your competitor is running successfully. Then compare your opt-in rates with theirs.

You are not displaying your complete offers at their best.

You probably do not even have a nice-looking page.

So, of course, many visitors will leave.

If you have a winning offer, great. If not, do not get disheartened.

Start by creating a few different versions of your offers. Sometimes the wording or how you present it can make a difference.

If you still do not get results, get back to the drawing board. See if you can improve your offers.

Study your competition. Match your offers with theirs.

See if you missed something or if you can make a few additions to improve your offers.

Most of the time, these changes will get you the desired result.

Once in a while, you may have to go back and recreate the proposition. You will have to look at your research data and repeat the entire process.

As I said, this is rare because you have already done your research, but it happens.

This is why we do this test.

This way, we can test and improvise without building an entire business or spending a large amount of money.

Once you have a winning idea, you can confidently build your sales funnel. We will cover the sales funnel later in the book.

Conclusion:

Now you have the formula to create an unbelievable proposition for your product or service. I know this was a long session with a lot of steps. But I hope you see the value of going through this step.

If you can identify the profitable niche then have an irresistible offer, you will never struggle to sell. You will have a unique advantage.

You will be the only one with a unique offer in your market that customers desire.

You will have no problem getting customers because you have workshopped an irresistible offer that triggers uncontrollable desire and eliminates resistance.

All you have to do is present your offer to customers with confidence and watch your sales grow.

We will make our offers even more irresistible in the next few chapters. This way, you will have amazing offers to penetrate the market and get customers with little effort.

By the end of phase 1, you will have an unmatched offer.

So let's move on.

Act Now:

Test your offer and tweak it based on the results.

Task 2: Identify Perfect Price For Your Offer

You have a great winning offer.

Now, it is time to make it even more appealing.

The next step is to determine a price for your offer that helps achieve your sales and revenue goals and also helps with brand positioning.

An Offer Without A Perfect Price Is Incomplete

Pricing can impact conversions.

Pricing is incredibly impactful in influencing customers and driving sales.

What if I priced this book for \$25,000. Will you still purchase it?

You may not find this book worth that much money.

You may not even have that much money. As a result, I will lose a lot of business.

If pricing did not impact sales, there would be no discount malls or sales in shopping malls.

Therefore, I find a proposition without a price strategy incomplete.

When used tactfully, you can blow up your sales, create superior branding, and dominate the market.

In this chapter, we will discover price tactics to grow businesses.

We will use our pricing policy to become a superior brand, crush the competition, dominate the market, and build a dynamic business.

Price Psychology That Sells

I do not want my customers to have a great deal, a great bargain, or get something for free.

I want them to feel they got a steal.

I want them to feel they robbed me.

Whether you sell a low or a high-price offer, your customers should feel they got a bargain, and you got suckered.

In early 2000, I purchased an eBook online.

As soon as I made the first purchase, the seller offered me a second product for 80% off.

I remember this deal until today because his offer said something like: go ahead and rob me.

I literally felt like I was robbing him.

He kept offering more products at a price that felt like robbery.

I kept enjoying the feeling of robbing him and getting the products at an unfair price.

I was ecstatic, thinking I was getting the most unbelievable deal.

I continued robbing that sucker and purchased everything offered.

I felt I had outsmarted him by paying little when he could have charged me more.

However, I probably would not have purchased everything if the products were priced higher.

This is the impact of pricing.

Pricing can send customers on a spending spree.

Buyers feel like a winner because they got a great deal, and the seller wins because they get money in your bank.

Pricing has a massive psychological impact on your customer spending.

It can single-handedly make or break your business.

Create Brand Positioning With Pricing

You can also use pricing to create positioning for you in the market, which results in more customers, more sales, and more money in your bank account.

Brand positioning has a significant impact on your sales and conversions. It can make you appear credible and desirable. This increases sales.

It attracts the right customers. This helps achieve long-term business goals.

In my dating business, I positioned myself as an expensive brand. I priced my intro product at \$97. My competitors had their intro products priced anywhere between \$9 to \$69.

My competitors were selling workshops for \$2600-\$2900.

I was selling my workshops for \$3,555.

This was a risky move, but it paid off.

I used this high price not to make more money but to establish credibility and reduce resistance.

At the early stages of my business, customers resisted me because of my Indian ethnicity.

They saw me copying other businesses and trying to be like them.

I came across as inferior to customers because I had low prices for my products and workshop.

It looked as if I had nothing good to offer. I am trying to make money with low-value offers. This hurt my business.

When I tried the same price as my competition, I became the next guy competing in the market. And customers did not risk trying a new business with low value.

I recognized that the only way to win is by appearing superior to the competition, but not by attacking them.

So I priced myself higher than the competition.

The game changed for me.

Customers no longer saw me as the Indian guy trying to copy the competition.

They started seeing me as the industry leader with premium products and services. I no longer had to defend my Indian ethnicity or prove that I was authentic.

My Indian ethnicity became an asset. Customers reasoned that if an Indian guy is charging this much money and getting away with it, he must have something on him.

Customers assumed I must be the best because I was charging the most. I started getting high-end customers and gradually became the highest-paid dating coach on this planet.

The pricing strategy played a huge role in my success.

In my business coaching, I do not have the same problem. My Indian ethnicity does not limit me as a businessperson.

Plus, I have many income screenshots and client reviews to show the proof. I have reviews from CEOs, millionaires, film producers, lawyers, doctors, and many other businesses. So credibility is not an issue anymore.

In business coaching, my strategy is to acquire a large customer base. Therefore, I am offering low price offers to gain as many customers as possible.

Your Pricing Strategy Depends On Your Goals And Obstacles

Price your offer to eliminate customer resistance. Your price should help acquire a large customer base, sell high-end products, make big profits, and be a powerful brand.

When a client of mine launched a subscription-based plant food service, I recommended pricing similar to Netflix for his offer.

Subscriptions below \$10 do well in the long run.

This pricing strategy worked.

He went from zero to over half a million in revenue in about 6 months.

With pricing strategy, your customers should feel like they got the best value and even feel like they just robbed you.

Instead of thinking they got a good deal, they should feel they got a phenomenal deal.

Instead of seeing the transaction as a fair deal, they should see it as extremely unfair to you and supremely helpful to them.

If your pricing can make them feel like they are getting an unfair advantage, you will be a millionaire in no time.

Offering products for a low price is one way to make customers feel they got a great deal.

Another way is to offer more products than promised or extra services to make them feel they got a great deal.

In the past, I have launched offers where a customer would get 17-18 bonuses for a \$10 product. That is a massive value for a \$10 product.

You get 8-10 bonuses with this book. You were not even expecting many of them because they were unannounced bonuses.

You are pleasantly surprised when you log into your member area and see unannounced bonuses. You value the purchase even more.

Sometimes delivering value after the purchase can raise the worth of your offer, add credibility, and create customer loyalty.

Think about it. You got this book, and I gave you more than I promised. You will appreciate this gesture. As a result, my refund rates will drop.

In addition, when I offer my product the next time, you will jump on it right away.

You know from experience that you will get a lot of value from my courses and training, so you won't hold back.

This is another thing to remember. The value exchange should not stop at sales. If you continue to benefit your customer past the sale, your product value will further increase in the eyes of your customers. This will help you when you try to sell them something else.

You do not even have to offer any extra product.

A phone call or an email asking about their experience will be greatly appreciated.

Maybe inviting them for a drink or an event will make them feel part of your tribe.

Another business of mine, I am running ads to sell the book for \$5. I lose money per sale. It costs me more than \$5 to sell a book.

As soon as the customers make the purchase, I present them with another paid offer. Most buy it, and now my loss turns into profit.

Sometimes the price to gain customers is so high that it results in a loss. Here, you turn your loss into profit after you acquire the customer.

A lot of businesses never dare to sell at a loss. They want to price their product and earn a profit from day one. They even raise their prices to increase profits, and their campaigns bomb.

Yes, we are concerned with making a profit. But it doesn't matter at what stage you make the profit.

If you can figure out a way to undercut the competition, sell at a loss, then make a profit after acquiring customers, you should absolutely do it.

When I started my first business, I was at a loss for a long time. My business was growing, but my bank balance was not. I was still struggling to pay my bills.

Around this time, I met one of my mentors. I asked him to give me one and only 1 business tip. He replied by saying the word profit.

He was absolutely right. In pursuit of growing my business, I was charging customers less money. I was spending more money to acquire customers. As a result, my business was growing, but my bank balance remained the same until I adopted a profitable pricing strategy.

As you can see, pricing is much more than acquiring customers.

It has a direct impact on your brand value, profits, and the stability of your business.

Pricing Is As Important As A Winning Offer.

- ⇒ It helps you get customers and retain them.
- ⇒ Your rate of refund and customer satisfaction is impacted by pricing.
- ⇒ Pricing has an impact on your branding and how people value you.
- ⇒ Pricing can be a resistance for the customers to buy and can also be a motivation.
- ⇒ You can use pricing to attract a specific type of customer who matches your brand value, meets long-term goals, and helps achieve sales plus revenue goals.

5-Step Plan For Perfect Pricing

Step 1 – Gathering Data:

The first thing you should do is research the price strategy within your industry. This step is simply to collect the data. You will then use this data to construct offers.

This research will help you identify price, justifications, product combinations, sales funnels, sales strategies, and motivations your competition uses to bring in customers.

You can use this information to construct your unique pricing strategy, acquire customers, and get the upper hand in the competition.

Research competitor pricing for similar offers.

Study price justification for their offers.

Determine if your competitors are using pricing as a motivator to attract customers?

Study competitor price strategy in extreme detail.

I use the same tools for research listed before in the "researching the big idea" section.

In addition, I study the sales offers from my competitors.

Visit their store and observe the merchandise they promote. They are most probably offering specials on merchandise that are popular.

Are they running any ads? If yes, what are they promoting? What are the pitch and justifications in their ads? Are they mentioning price to attract customers? Are they offering any discounts, specials, or payment plans?

I also pay attention to see if they repeat any ads or offers.

Finally, I want to know what they are offering in exchange.

If you are a restaurant, pay attention to the specials on the menu your competition uses to attract customers. Compare your pricing to theirs. Compare your events to them.

This will help you discover their sales and pricing strategies. You can then create your own policies to outcompete them.

I gather this data by visiting their store, reading their ads in magazines or journals, picking up discount coupons from their store, or watching and listening to their ads on radio or TV.

I visit their sales pages to gather information for their web offers. I also go to Facebook to see what ads they are running.

I then study their backlinks. Backlinks are referral links coming to them from other websites.

You can go to Alexa.com and see a few backlinks.

You can even get a paid subscription to see full links. You can also go to semrush.com or similarweb.com to see a complete list of backlinks to their website.

I want to go to the referral pages and see if there is any mention of pricing.

I then use social listening tools like hootsuite.com. I want to study what customers are saying about my competitor. If my competitor is not big enough, then I want to know what they are saying about a similar product or the industry in general.

At this time, I am interested in finding comments surrounding pricing and offer. I want to know if they find the industry price affordable, cheap, or expensive. I want to find out if they felt the product matched the value. Is there something they found disappointing?

Sometimes I even go to websites like clickbank.com. Click Bank is a platform to sell digital products. You can find websites selling products similar to yours.

Even if you are a physical store or an agency, you can benefit from studying these offers.

You can study popular offers. See what products are popular. Find out their price and what they offer in exchange. You can create a similar proposition in your store. If it is popular online, it will be popular in person.

If you are a fitness coach or yoga coach, you can look for popular courses on the topic.

If you are a consulting firm, look for high-priced courses and workshops on the topic. You are looking for programs that sell upward to \$1,000. Study their central promise, pricing, and what is included. Use it as a template to create your own offers.

Use your discovery to position yourself better than your competition and win the game.

Visit multiple competitors to see their offerings and price strategy.

Take notice of the pricing for their offers. Also, pay attention to the price justification they use for their proposition.

For example, an offer from your competitor could be: “\$69 for the next 24 hours”. They created urgency by offering it only for 24 hours.

Another competitor might use a “special launch offer” to justify a low price.

This research will help you find price patterns and justifications in your industry.

It will help you identify the standard pricing.

You can then use attractive pricing and justification to attract customers.

Act Now:

Research competitor pricing for similar offers.

Step 2: Compare Value Proposition

We cannot compare pricing in a vacuum.

You have to consider discounts, specials, occasions, and special offers when pricing.

A wedding cake with free delivery is a better offer when compared to the wedding cake the customers have to pick even if priced the same.

Free delivery is a discount or an additional perk to lure customers. It increases the perceived value of the offer.

Study competitor offer, pricing, specials, discounts, bonuses, extras, and price justification. This will help you find out their true value proposition to acquire customers.

Calculate the total order value (TOV).

Also, calculate the average order value (AOV) of the offer from your competitor.

Total order value is the sum of all the products they try to sell you.

Let us say you buy a wedding cake for \$100. The bakery then offers you a candle for the cake for \$15, followed by plates and cutlery for an additional \$10, and they are proposing to deliver for an extra \$25.

The total order value for this order is $\$100 + \$15 + \$10 + \$25 = \$150$.

If most customers buy the cake and delivery, the average order value will be \$125 (\$100 for cake + \$25 for delivery).

Purchase offers from your competition to discover their pricing. As soon as you buy, they will present you with additional offers. This is how you unearth their products and pricing.

This research will help you discover the complete sales plan of your competitor.

You will discover their main offer is and the price strategy. You know all the extras they are selling and for what price.

You will discover their business model.

Now you can plan your price strategy and sales offers to outcompete them.

You will have a baseline to compare and create your price strategy.

You will be confused about product pricing when you start your business.

You will wonder how to create attractive prices to acquire customers.

Knowing the industry standard will help you price your products and services in the appropriate price range.

Knowing the industry price standards will save you misery. It will help you set your price strategy.

You will not be guessing how to price your product.

You will not have to speculate what you need to include in your offer.

Your competitor has already done the work. They know the product combination and price that sells.

All you have to do is take their work and make it even better for your business.

You will be fine as long as you price your offer close to the competition.

You will get customers, and you will make a profit.

This means you can be confident about your price and product and boldly offer it to customers. If it works for your competition, it will work for you.

And, of course, you modify their price strategy to make it work for your business and your marketing plans.

You can outcompete competition by improving your offer over theirs. You can sell for a higher or lower price to create a brand advantage, as I did.

The more you will know about the price strategy of your competition, the price plans you will make.

Make a list of everything your competition is offering and the price. Then compare your offer to theirs.

Make changes to your offer and pricing until you have a much superior offer and value proposition.

Act Now:

Research your competitor's value proposition.

Step 3 – Make Your Offer Better

In the above step, you could determine the competitor price strategy.

In this section, we work on a combination of tactics to acquire customers.

A perfect price strategy that attracts customers has 3 things:

1. High-Value Product Or Service In Exchange For Your Price
2. Risk Elimination
3. Motivation

If you can perfect these three as part of your offer, you will end up with lots of customers.

Let us start by discussing value offering. Give \$100 worth in return for every dollar a customer spends. Give them so much value that they just cannot refuse to buy from you.

This simple move will start getting you sales if you have not sold any product so far. It will blow up your sales if you are already in the market.

Customers always want to feel they won.

Offer customers an enormous value in your product, then give the value offered at a great bargain price. This combination will trigger massive buying impulses in the customer.

This is the reason many businesses offer discounts.

Businesses like the factory outlet and Michael Kors rely on offering discounted products.

Brands like Michael Kors have an entire production line to feed customers who want Michael Kors for cheap.

The customers are not getting any discount when they buy Michael Kors for 50% off.

The dirty truth is that they have a separate line that makes low-end products sold at “50% off”.

There is a business in Chicago that caught my eye. This store has been advertising that they are going out of business for over a decade.

There is no way that the store has such a large inventory. They are using going out of business as a marketing tactic.

You have already researched the price levels and the reasons to justify the price. Use them because they work for your industry, but improvise and make them even better.

Offer Customers Additional Value After The Sale Is Complete

Most businesses forget about customers after they make the sale. This is a tremendous opportunity for your business to stand apart and build an army of loyal customers.

If you offer additional perks after the sale, your refund rate will drop, and the customers will become loyal to you. Your earnings and

profits will go up as a result. You will sell them more products and increase profits.

You do not have to give a free product or service to win customers after the initial sales. Even an email or a phone call to check on them will be enough to win the hearts of your customers.

Low Price And High Value Are One Way To Eliminate Resistance And Motivate Customers To Buy

But there are additional tactics...

You can offer a free trial and make it easy for the customer to try your product or service.

Often, customers are hesitant to try a new product. Letting them test the product for free sends a message that you believe in your product. This increases their confidence in your product, and they are more than willing to try it.

This is also great for a b2b business. I had a client selling a medical app. Most doctors were hesitant to replace their existing apps.

We started offering a 3-month free trial. We could get a lot of doctors to sign up.

Most of them ended up buying the app because they had gotten used to it, and they liked it.

Every time we ran a free trial offer, we acquired customers who would have otherwise not purchased the product.

If you are in a market where customer acquisition is challenging, free trials can do magic for you.

On a side note, I have found that a free trial does not work too well for coaches, trainers, consultants, and lawyers,

Your conversion rates will be higher if you make the customer put down a refundable deposit in these industries.

A refundable deposit brings in serious customers and eliminates time wasters.

If you are in the B2B market and your customer already has a vendor, do not ask them to end their relationship. The thought is scary for them.

Offer free trial and free training to compare products. Then show the efficiency of your product over that of competition.

When possible, demonstrate that your product can save money to their business, increase efficiency, and increase profits. Show whichever of these you can. Once again, it will lower the resistance and increase the desire to purchase.

If you are dealing with a manager who is afraid to take up the idea to their boss, arm them with data that shows your product can improve efficiency and bottom line for their business.

Now instead of selling, you are helping their business. The manager will be happy to share the business improvement too.

Your product price is less of a factor if you can help a company increase its revenue or savings.

Remember that the price strategy is not just about dollar value. It is about the overall value you deliver.

One of my clients passed personalized fliers to beach walkers. It was a letter that offered 2 yoga classes for free.

She cleverly drafted the letter.

Instead of selling yoga classes, the letter mentioned she saw them walk every morning and would love to have someone like them in her class. It was as if this woman wanted to be friends with the customer.

We drafted this letter because people dislike the sales fliers handed to them. They either refuse to accept it or throw it in the trash without reading it. But a personal letter is different. It makes them curious, so they read it.

Greeting them personally, handing a personal letter with an invitation to try a yoga class, and desire to become friends worked well.

This letter did not come across as an attempt to sell. The readers felt respected and valued, so of course, they wanted to join her yoga class.

You can offer free maintenance, free service, free installation, or free tutorials to win them over.

In a world where companies like Apple sell their aftercare, you stand out for are offering it for free. This is huge for customers and has shown to increase sales.

The other thing you can offer along similar lines is free training. If you sell a product with a steep learning curve, your customers will

hesitate to try it. Free training and a risk-free trial will make it easier for the customer to test it.

This is also a great tool to attract students to your class.

Give them a few basic lessons for free, then sign up for advanced classes.

You can also offer gifts with the purchase to increase the buying temperature. If someone buys a lamp, you can offer them a free bulb to go with it.

Gifts are also a great way to maintain customer loyalty. If you have a list of customers, give them a gift from time to time. They will appreciate it and stick with you.

Gifts also make them tell their friends about you.

One of my realtor clients gives a lock to every couple who buys or rents through him. It is an insignificant gesture, but his clients share that on social media, tell their friends about him, and as a result, he gets more business.

Talk to any online marketer. They will tell you that free bonuses are as necessary as the main offer. Sometimes the free bonuses are even more important than the main offer. By adding free bonuses, you can increase the value of what you are offering.

If you sell expensive items, payment plans will make your customers buy from you.

Sometimes Making It Hard To Access Or Gain Entry Increases Value

I interview clients for an hour before accepting them into my dating program. There is no guarantee that they will be accepted at the end of the interview.

They know that not everyone is accepted.

They feel lucky when accepted into the program and sign up right away.

They then have to wait 60 days to take a session with me because I am usually booked out a few months in advance.

French Laundry restaurant in Napa Valley, CA. requires customers to make reservations 3 months in advance. This was nothing more than a marketing ploy, but it works. It is prestigious to dine at the French Laundry.

If you are a coach or a consultant, you can offer free admission to your live training programs. This is a tremendous opportunity to gain new customers.

They are thankful to gain entry to your program.

They get to see you in action and are pumped.

Offer them a product or a course at this point, and you will acquire many new customers.

Use as many testimonials and proof as you can along with your offer. Social proof lowers resistance and increases the buying desire.

Never be afraid to offer a refund policy. Offer a longer-term refund policy with no conditions attached.

This has two advantages.

First, the customer feels safe because they have a longer duration to try the product and return if dissatisfied. This also shows that you believe in your product and are confident that it will work in the long run.

Second, most customers will rarely consume your product and forget about it.

If the refund period is short, they have to rush to consume it.

Often they will return because they are too busy.

This strategy works great for impulsive buys where a customer buys a course or training out of impulse and wants to return it because they do not have time to consume it right now.

If they have a long refund window, they will be in no rush to return it and will most probably forget about it.

There are many other things you can do to increase the value of your offer. I only discussed a few tactics I often use to build offers for my clients.

Include as many tactics as you can in your offer without forcing them, and watch the purchases skyrocket.

Look at the offer I created for a client on the next page.

We created an offer for virtual fitness training where the customer pays \$49.99 a month and gets:

- ⇒ 2 trial fitness sessions,
- ⇒ 1 free private session to get started,
- ⇒ 1 fitness mat for free,
- ⇒ free video lessons,
- ⇒ access to membership area to connect with other fitness members,
- ⇒ 1 free ticket to weekend fitness retreat,
- ⇒ 1 free advanced class every month.

This is what I mean by pricing strategy.

What are you offering them to become a customer?

How are you lowering their resistance?

How are you motivating them to buy?

The combination of these 3 creates a perfect price.

Do your research, then put together a package that offers massive value, eliminates resistance, and propels customers into taking action.

Act Now:

Apply tactics from the lesson to create a superior offer

Step 4 – Match Pricing To Brand And Business Goals

Reach out to a business consultant and ask them how to price your product. They will give you a traditional formula.

The consultant will advise you to add the cost and all the expenses from production to sales, then add profit to arrive at the price.

This is the old and inefficient way.

Let us say that after adding costs and profit, the product is 20% more expensive than that of the competitor. What are you supposed to do?

I will tell you how I price products for the best conversions and profit. This is the same tactic I used to price products for clients.

I price my products to attract the customers I desire. I then figure out ways to make it profitable or beneficial.

Maybe I need to sell for a low price to attract customers. Maybe I incur a loss in the process. I will plan to sell more products to the customer and recover my loss.

Even if I lose money on the first product, I will profit by selling multiple products. Focus on the profit or loss of the transaction instead of profit and loss for each product.

Buy one and pay to ship for the second item, or buy one and get the second product for 50% off, are offers designed to profit by selling multiple products.

If I want to sell products, at twice the price, of my competition, I will add more products to justify the offer.

The customer should always feel they got a great bargain whether you sell for a profit or loss,

Before setting the price of the product, I study market trends.

I base the price on market trends and then plan a strategy to make a profit.

You are probably confused if you heard this concept for the first time. Let me explain.

We need to play a calculated game to win the game. We need to set a price that will attract customers. We need to price our product so customers will buy it instantly without a second thought. It does not matter how profitable your product is. If no one is buying it, you cannot make any profit.

If we sell products and acquire many customers, we will make a profit, eventually.

Customer Acquisition Is Everything In Business

The more customers you have, the more money and profit you will make.

However, we have no control over what price the customers will respond favorably to.

If Netflix could sell its subscription for \$99 a month, they would?

Netflix and other major brands run several tests until they identify the price customers are willing to pay.

They set prices on these tests and figure out formulas to profit.

We need to do the same. We need to identify what customers are willing to pay for our product by researching the offers from our competitors or by running tests.

However, we need to change this price even further. We need a price that will give us an advantage over the competition to acquire customers.

Depending on your market goal, you may have to price your offer higher or lower.

This means we really have no control over the pricing.

We may even have to start selling at a loss and figure out ways to make a profit after the sale.

Yes, it is possible to profit even if you sell for a loss, as I explained above. I will share the formula in this section.

I Suggest You Create 2 Different Pricing Models. This Will Give You The Flexibility To Capture A Vast Number Of Customers.

Low Price Offer

Low price offers are great to attract a large customer base. I can sell a \$5 book to millions of people.

However, it is hard to sell a \$100 book to a million people. \$100 is too much for a book for most people.

If you have subscription-based products or apps, the low price works great. If you are trying to sell your product to many new people who have never heard of you, a low price can help.

If you have the goal to sell your company, this is a great strategy to acquire a large share of customers. When it comes to selling a company, market share or the number of customers play a significant role.

Low price equals low risk. This is why it is easy to get customers to buy a low-price low-risk offer.

It does not matter if you even lose money at this stage. When the customer makes the first purchase, you sell additional products to profit.

Let us say you are selling an app. Create a version to sell for a low price. As soon as the customers purchase it, offer them an upgrade to the next version.

You will profit when they buy the upgrades.

Not every customer will buy an upgrade.

You will profit from the few that purchase.

This is why we make marketing plans. We want to identify all the steps to lead a customer before marking their purchase complete. This way, the business can profit from each customer.

Even if you lose money on the first sale, you can recover your loss and turn a profit when the customers buy upgrades.

If you run a retail store, attract customers by promoting a low-value item. Then offer a second product as soon as they make a purchase. If they purchased a bed, offer them a mattress for a discounted price or an upgrade package that includes a mattress, mattress pad, and two pillows.

Let us say you run a clothing store. You can advertise a shirt for \$10. When the customer buys the shirt, offer them a pair of jeans for an additional \$30.

Here is the secret to why this works.

It is hard to make a customer get into the buying mode and make a purchase from you. Once they get in the buying mode, they will buy much more than intended, especially if they get a great deal.

I am sure you have done this too. You went to buy 1 thing but ended up buying multiple items before leaving the store, even if you were short on cash.

You buy an iPhone and end up leaving with a screen protector, extended warranty, iPhone case, and other products.

Various studies show that once we get in the buying mode, we get emotional and make emotional choices.

If the next purchase appeals to our emotions, we will buy.

Create Upgrade Offers That Complement The Original Purchase, Improve The Experience, Or Get Faster Results.

If you have one of these 3 as part of your upgrade, you will sell a lot.

The offer to supersize your meal feels natural at a McDonald's. It complements your original purchase. But you will not buy a T-shirt as an upgrade because it does not match your original purchase.

If you sell a lamp, offer a bulb, RGB bulb, dimmer, or a combination of accessories that go with it. These accessories complement the original purchase. They even improve the experience of the original purchase.

This is the formula that stores like Walmart, Costco, and even Amazon used to get sales.

So start with a low-value offer to lower the resistance and get them into buying mode. Then offer upgrades when they purchase, and you will make a lot of money.

For the low-value offer, research what your competitors are charging. Try to be substantially low from them. Or, if you cannot charge less, increase the perceived value by adding gifts, bonuses, or freebies. Now, you will have pricing that will get you sales.

High Price Offer

The second version is where you create a high-value product.

You may have lower conversions with a high-value offer, but you will earn higher profits.

This is a great strategy to position yourself as an exclusive or high-status brand.

It helps you attract customers with high-net-worth.

It also helps you make more profit with a few sales.

In my dating business, I price my first coaching at \$3,555. I offer clients a chance to upgrade by paying another \$4,500. 95% of clients take this upgrade. This means I earn \$8,000 per client.

I then have programs for \$15, 25, 50, 100, and 200k. I can make a lot of money by making just a few sales with high-end offers.

We created a series of programs for a book editor. The clients could start by getting support for book development (\$97). They could upgrade it to developmental editing(\$497), followed by ghostwriting (depending on the book usually \$5-10,000), line-by-line editing (\$3-5000), book blurb development(\$1-2000), writing book proposal (\$2,500), and marketing(\$5-10,000).

Customers started their journey at \$97. We then offered them help at different stages of book writing.

The authors purchased multiple high-end packages.

My average revenue per customer was \$1,556. And my lifetime earnings from each customer were \$19,939. This is great.

Lifetime value ⓘ	Spend per customer ⓘ
\$19,939.80	\$1,556.00
Jan 2018	Aug 2018

Image 24. This Is A Black And White Screenshot Of Customer Lifetime Value And Average Spend Value From Analytics. You Can Download The Original Image From The Member Area.

This is pretty decent customer value.

This means if I even spent \$19,000 in ads to get 1 customer, I will still be in a profit. I am good if my staff, ads, and other business

expenses are less than \$19,000 per customer. This gives me a lot of money to operate my business.

Here is the best part, what you are seeing is not even the actual value. You are only seeing the screenshot from one of my payment processors. I have many.

Plus, the big sales above \$10,000 are rarely processed through credit cards. They are direct bank deposits, wire transfers, gifts, etc. Those big orders are not even part of the average customer order value or the long-term order value you see here.

I priced my products to attract wealthy clients. I had a much smaller list compared to my competitors. But my list was all rich men who had the money to buy my expensive offers.

There is no right or wrong strategy. The strategy you will choose will depend on your business, revenue, and branding goals.

You may have different price points in your business. You may even have alternate ways to make big money.

You could create a combo package in your retail store for big money. You can pre-sell discount vouchers that customers can use for future sales, sell retreats, VIP access, elite programs, and much more.

Another advantage of creating a high-end offer is that you can offer a discount and get multiple sales.

One way to increase customer value is to sell recurring products.

You can charge a monthly recurring fee.

The client pays monthly fees and gets free plumbing or repairs or services whenever they need them.

I know businesses that charge a monthly fee that allows free upgrades.

A customer can rent a mattress instead of buying it.

They can upgrade the mattress each year.

Your business has several opportunities to increase earnings per customer. Find a way to either recreate a high-end offer or a recurring charge. Your income and profits will explode.

Act Now:

Research and identify a pricing strategy that matches your branding.

Step 5 – Ensure Profitability (Business Math)

This next concept you will use after you start selling.

Here is the thing, when you are a new business, you have no data.

You do not know how many people will buy, how quickly they will buy, and what kind of profit or loss you will make.

All you can do is get started.

After selling for a month or two, you will have data.

This is when you will realize if your price strategy is working or not.

This is when you will know if you are making a profit or not.

You may even find opportunities to reduce loss or increase profits.

Let us say your sales funnel looks like this:

Product A \$5 + Product B \$27 + Product C \$37 = \$69

If customers buy all the products, the total order value (TOV) will be:
\$69

Say you spent \$75 to get a customer, or you need to earn \$75 per customer to be profitable.

You will need to increase your earnings.

In this case, you will start experimenting with the math.

If you increase the price by \$2 for each offer.

Product A \$7 + Product B \$29 + Product C \$39 = \$75

Your TOV now is \$75

However, I would recommend being more strategic with your price testing.

I would recommend increasing the price of your second and third offers before changing the price for your main offer if it is converting well.

Test the price for the second and the third offer.

You should ideally test multiple prices for the second and third options.

Do not just test an increase of \$2.

Start by increasing the price by \$2.

Increase it by \$3, \$4, and so on until you see a drop in sales.

Choose the price before the drop as the price for your upsell. This is the price your customers are willing to pay.

There is a good chance you will become profitable with these backend price adjustments.

At this point, feel free to test the price increase for your first offer.

You may see a drop in sales for each product when you increase the price. This means you are already selling at the maximum price customers are willing to pay.

In this case, you have two options.

First, you can add one more product to your sales funnel.

See if it increases your total order value (TOV).

So now, your funnel may look like this:

Product A \$5 + Product B \$27 + Product C \$37 + Product D\$6 = \$75

The second option is to increase the product value proposition by adding extras. We discussed the value proposition in Step-2.

If you increased the price of your fitness training by \$20. Add an extra meal plan or fitness tracker they get with it. Test different combinations to see if it increases the perceived value of your offer. If you can increase the perceived value, customers will gladly pay more.

When increasing the perceived value, do not add random things. Always add products that improve that improves their purchase.

If you are a tax lawyer, you can add estate planning or trust creation. You cannot add divorce consulting if you are providing tax services.

At the same time, it should not increase your cost. If it increases should absorb the cost as well.

For example, if you add a PDF that costs \$2 to print, your profit will be \$4 instead of \$6.

In this case, you will need to increase the price by \$8. This way, you can pay for the book and still earn the \$6 you need.

Test the value proposition change for all the products in the funnel.

Another thing you should do is pay attention to your sales figures. If you find that your second and third products have a high sales volume, there is a good chance you can increase the price without impacting the sales.

Test new pricing and see if it impacts your conversion rates. This can substantially help you increase your profit margins.

So you see, your pricing and profitability is a math problem.

If you can make it profitable on paper, there is a good chance that you can make it money-making in the real world.

Price math is not a one-time exercise. You should do this as often as you can.

Study your sales data and conversions numbers regularly. Keep testing new pricing and value propositions to increase your sales and profits.

Research the offers of your competition. Research trends. Listen to customers. Use this information to add new products to your funnel and increase your profits.

You can also use this data to increase your value proposition.

I want to add an extra thought here. I hope reading this stuff, you are also starting to see the kind of work you should be doing.

Your main work is to work on the building blocks of your business. Spend most of your time on tasks that improve your sales, revenue, and profits.

Act Now:

Research and identify the perfect price and value proposition for your product.

Enter them in your Offer Worksheet.

Week 3 - Add Viral Tactics And Create A1 Proposition

Task 1: Research And Add Talking Points To Your Offer

We have identified the segment, product, and offer that we will use to sell.

We have also identified a profitable price and strategy to attract customers.

We have one more step left before we can start presenting our offer to the customers.

In this step, we will add talking points to our product. This will prompt our customers to tell more people about our product.

We have already created a plan to acquire customers. We now want our customers to bring us even more customers.

Once we have achieved this step, we will have a solid offer to make money and grow our business.

**In This Step, You Turn Your Customers Into
Sales Machines By Giving Them Incentives To
Bring New Customers.**

When I create an offer for myself or clients, I add multiple incentives for customers to promote the offer.

Give your customers benefits they can pass to friends and family and turn them into your customers.

Arm clients with talking point to market you.

There is no better sales machine than a motivated customer.

Imagine how quickly you can multiply sales and grow if every customer brings you more customers.

Most businesses forget about customers as soon as they get the sale.

You can keep selling the customer over and over as long as they are happy with their previous purchases.

This means the customers have a much longer life than a single sale. You can sell multiple offers to the same customer over time as long as you maintain good relations with them.

We will multiply sales and get an advantage over the competition with the help of our customers.

We will turn our customers into our sales agents. However, we will need to create a strong connection with them, offer them high value, and give them various tools that they can use to bring customers.

Case Study – How We Revived A Struggling Restaurant With A Simple Strategy

When I was young, my bank deposited a small sum in my new savings account. I was ecstatic. I took my bank book and showed it to all my family, friends, and anyone I met.

In short, I was promoting this bank to everyone I met.

I used this experience to create a strategy for a restaurant owner. I wanted his customers to tell others about the restaurant in the most marketable way. This way, more people want to try the restaurant, and the business can acquire more customers.

Most restaurants give free drinks or a free dessert when someone celebrates an event in their space.

We improvised this concept to a whole different level. We made our gift much more valuable to wow the customers. This gave them a talking point to talk about the restaurant. The second part of the strategy was to have these customers share the gift with their friends and family to send us new customers.

Most customers do not value a free drink or a free dessert. Everyone has gotten used to it. In fact, customers expect the restaurants to offer something free when they celebrate a special event. They feel it is their right to get a freebie on a special occasion. So when a restaurant offers something for free, customers do not value it. They do not talk about it, and restaurants lose a tremendous opportunity to attract new customers.

We changed our gift strategy. We gave a \$500 gift instead of a free drink or dessert to customers celebrating at our restaurant.

This was huge.

Customers were amazed.

\$500 is a pretty sizable gift. You do not get this much value even from friends and family.

Customers appreciated the gesture and shared their experiences with friends and family. A simple move got this restaurant a lot of exposure and positive publicity.

We printed \$10 coupons that looked like money but very different, so there is no violation of the law.

We handed customers \$500 worth of coupons. Instead of referring to them as coupons, we called them food currency that customers can pay with at our restaurant.

They now had \$500 that they could use anytime at our restaurant. The only catch was that they could only use 1 coupon at a time.

The customers were ecstatic about the value of the gift. However, they knew they could not use all the coupons. They kept a few and gave the rest to friends and family.

We acquired loads of new customers who came to the restaurant with coupons. Many of them came to celebrate their special occasion. This strategy was way cheaper than running any ads.

We could make our customers talk about us and send new customers.

If you are a new business with no money or resources to run ads and reach a large audience, you need to use similar tactics to multiply your customer base. Find ways to make customers promote your business and bring new customers.

If every customer can bring you even 1 new customer, you have instantly doubled your business, making no extra effort or spending any money.

Yes, there is a small cost, but it is nothing compared to what it will cost if you were running ads to get customers.

Uber and Airbnb use similar customer acquisition strategies.

They offer \$5 to anyone who refers a new customer. The customer and the person referring both get \$5 in their account.

This means Uber and Airbnb are gaining new customers for just \$10 and earning goodwill in the process.

This is cheaper than most customer acquisition tactics I have seen.

Many coaches, including Tony Robbins, use this tactic. Tony Robbins offers free tickets to his members to give to their friends and family. The customer now convinces friends and family to go to the event. They do the marketing on behalf of Tony Robbins.

This is brilliant!

Case Study – How A Realtor Became Popular And Attracted A Lot Of New Clients

A realtor-client gives love locks to couples who buy or rent through him. Love locks are symbolic gestures to lock a couple in love for eternity.

The concept was popular in France. People would go to the bridge, put the lock and throw the key into the river Seine.

A part of the bridge railing collapsed under the weight of locks. That is how popular the concept became. The government had to ban tying love locks on the bridge.

The couples loved the warm gesture from the realtor. They shared this gesture with their friends and family. The realtor saw a vast increase in clients who had heard about the love locks.

Use this strategy in your business so you can gain new customers automatically.

I have a two-part strategy to accomplish this task.

1. The first part is to give your customers a talking point to tell other people.
2. The second part is a benefit they can pass to their friends and family.

When possible, offer both to your customers.

You may think that if my product is good, why do I need a talking point?

This is because often, customers will not consume your product even though they purchase it.

In addition, they will lose the excitement about the product shortly after using it and not talk about your product anymore.

In addition, some customers may not bother talking about your business. But since we need them to bring us more customers, we

need to do the work. We need to build a strategy to make customers bring in new leads or customers.

Having customers bring us new customers is an additional sales pathway we are developing for our business, so obviously, we need to put the systems in place for it to work.

The more customer acquisition systems we build, the more customers we can acquire. And the more money we can make.

13 Tactics To Make Customers Bring You More Customers:

1. Romanticize Your Product:

The first tactic is to make your product unique, so customers talk about it.

Do not sell lamps. Sell romantic lamps. Do you see the difference?

No one wants to talk about a lamp they purchased, but you want to tell everyone about the romantic lamp you just got. You want to put it on display when you have visitors. You want to show the new RGB lights you purchased to create mood lighting in your home.

Make your product interesting, unique, romantic, and prestigious, then watch customers talking about it.

Talk about the emotional benefit, not the feature.

Don't be a lawyer, be a lawyer who will fight for clients. Most people go to a lawyer because they feel someone did wrong to them or they are in trouble and need help.

They are not looking for a lawyer for representation. They are looking for a lawyer who will punish and annihilate the opposition.

You are no longer a lamp store selling lamps.

You are selling romantic lamps or mood lighting.

You are not just another lawyer.

You are the lawyer who fights for clients.

When you sell the product, add talking points to it, so the customer can tell others about it.

I even suggest that you plant the idea in their head to share this information.

Tell them that your friends will envy you when they see this in your home. Every friend of yours will want to buy this product once they see it at your place.

You can subtly suggest that their special purchase will make them look good among friends and family.

2 – Upgrade Customers Free Of Charge

Another tactic is to upgrade your customers. Make them feel special and lucky. Then allow them to pass that offer to their friends and family.

A client of mine manages Airbnb. One of his properties was old with rundown rooms.

People were complaining about the small and old rooms.

The owner of the building did not have the funds to repair it. The client was getting critical reviews and losing money on the property.

I suggested he upgrade the stay of customers upon check-in.

The client offered free hammock to some rooms, beach towels to others, free taxi to another, beer and a fruit basket to some, and so on.

We did not want to offer the same upgrade to each guest. If everyone gets something, no one will feel special.

Instead of complaining about the old rooms, the guests appreciated the gesture.

They wrote excellent reviews.

We started offering upgrades if their friends and family stayed with us. We succeeded little in getting new guests.

My guess is that friends and family usually do not go to the same place for vacation.

I wanted to share this example, so you know that not every tactic you apply will work. Keep trying new things until you find tactics that work.

Here, we may not have been able to get new guests from referrals, but our bookings went up. This was a result of the increase in positive reviews.

3 - Have A Reward System.

Some coaches have a reward system similar to the belt system in martial arts.

Martial arts, initially, did not have a ranking system. The judo Master Jigoro Kano introduced the ranking system.

It helped him pair the competitors based on their skill level. The advantage was that people shared their achievements with the world.

Clickfunnels, a company that sells funnel software, awards customers who achieve 6 and 7 figure sales. These customers are proud to receive the award and share it with the world, which gets Clickfunnels more publicity.

Similarly, YouTube gives creator awards when channels get a certain number of subscribers.

Depending on your business, you can hand out awards. Customers will proudly show to their friends and family and even put them on display. This will spread your name and get you more customers.

We all know about the Starbucks rewards program. Airlines and hotels have similar rewards programs.

Reward programs encourage loyalty. When customers get a reward, they tell their friends and family about it.

Create a reward system that will earn your customer certain privileges or gifts. Your customers will stay focused and share achievements with friends and family.

4 - Give Customers Something To Share

Another tactic is to give something to customers that they can share with friends and family.

We gave one free membership to friends and family for one of my client fitness businesses. This multiplied the number of members rapidly. Also, the members did not want to end their memberships because this was the only gym where they could bring another family member for free.

We did not get an immediate sale from this transaction, but we gained additional users. We then marketed offers to this group.

The more customers you have, the more sales you can get.

If you conduct live events, give an extra ticket. You can sell a product or coaching to a customer at an event.

I gave the example of Tony Robbins earlier. Many other coaches use this tactic to bring new people to their event. Then they sell products to these new leads.

Now they have more people who talk about their events and even bring more customers.

5 – Giveaways

Then there are giveaways, like discount codes, gift vouchers, and coupons that you can give to your customers for their friends and family.

A client gave a free makeup coupon that customers could pass to their friends and family as a strategy to acquire new customers.

The more leads you will have, the more contacts you will have, the more people you will have on your list, the more people you will have who will talk about your business and promote you.

You will have more people to whom you can sell your future offers.

6 - Increase Barriers To Entry

The next tactic that works great is making it hard for your customers to access your product.

Make them prove themselves and meet specific criteria before getting access.

This increases the perceived value of your product. When your customer finally gets the product, they tell everyone about their achievement.

Take American Express example. It is difficult to qualify for an American Express card.

When you get it, you want to flash it everywhere.

I conduct an hour-long rigorous interview every time I take a new client. I then decide if I will accept them as a client or not.

My competitors chase customers to sign up for their program. I make it hard for them to get into the program.

When I started the phone interview, it was to weed out the clients who were not the right fit for the program. Soon, I realized that the selection process turned my coaching into a flagship product.

Clients were proud to be trained by me. They told their friends, and I got a lot of referral business.

7 – Improve Purchase Or The Purchase Experience

If you can improve your customer purchase or buying experience, they will talk about it forever.

When you improve buying experience, it does not mean you have to give them free service or upgrades.

I used to work at a liquor store. I took time to get to know most of my customers. I used to joke with them and listen to their problems while attending to them.

The result was that customers used to stop by just to say hello to me. I never had to cook dinner because someone always brought me dinner.

They would invite me for dinners and events. The result was that the customers came to the store more often, so our sales increased. They also brought friends with them, and we gained many new customers.

You can also give customers access to buying products and services which were not accessible to them until now and improve their buying experience.

When we approve clients for personal training. We give them access to other privileged programs and courses as well. This helps them access even more programs that are not available to men who have not trained with me.

My super VIP clients who pay me upwards of \$50K get access to my cell number and can speak with me at any time to get help.

At every level, I help improve their buying experience by offering a better training resource that is helpful to them and not available to others.

This brings them closer to your business.

They feel a sense of connection.

They feel they hold a special place within the business.

This makes them talk about their close relationship with you and refer friends to your business.

8 - Make Them Part Of Something Big Or Bring Them Together For A Purpose

Make your customers a part of something big. Build a community around them. People take loyalty seriously.

Align customer interests with the interest of your business. If they can see themselves as part of your mission, they will bring more people into your camp.

Make them feel part of the family. Invite them to an event every few months. You can do this in person or online. Ask them to bring friends along to the party. You will gain many new customers this way.

You can also create us vs. them. We see examples of this in politics and media every day. Do not be venomous. Just focus on differences and distinctions.

For example, in my dating business, I was against pick-up. I focused on helping men become naturals.

I strongly opposed using pick-up lines and routines but never attacked companies that used them.

I focused on bringing out the best in men to attract women.

This distinction creates us vs. them. My clients want to be “naturals.” They do not want to rely on lines, routines, or games.

Choose a benefit, feature, or mission of your product to create a common goal.

For my current business, I want people to have financial freedom. I want them to be stress-free and not consumed by their 9-5 job. I want them to travel the world. I am building a tribe of people who want to be financially successful but on their own terms.

When you sell a product, coaching, or service, do not just sell products and features but also sell a mission.

9 - Give Incentives To Bring New Customers

Give incentive to your customer to bring new customers. Then offer an incentive to new customers to join you.

This is like giving customers benefits to pass to their friends. Here, you will offer an incentive to both, just like Uber and Airbnb do.

You can deposit money in the account of both customers that they can use to make a purchase. You can have an appointment system. For every referral, the customer can get points. They can use the points to upgrade or buy products.

And you can flat out offer them a commission for bringing in new customers. This is a great way to build an affiliate network of your customers.

Your business will influence many customers. If they can see a way to earn extra money promoting your business, many will start taking part.

They will then spread the word for your business and even bring you more customers.

10 - Offer Unexpected Support Or Tools

There is an enormous opportunity that many businesses miss. You should take advantage of this.

After the sale is complete, send an email or a phone call offering additional support to help customers.

You can also offer a guide to help with their purchase.

You can recommend additional purchases that can help the customer.

You can give them ideas to make the best out of their product and keep them excited for an extended time.

The enormous advantage of this strategy is that your customer will develop respect for your brand. They will do more business with you.

They will tell others about your businesses. But at some point, you can send them an email with a gift or coupon that they can pass to their friends and family.

You can even ask them for testimonies. Real testimonies will help you convert many more customers.

I firmly believe that reviews, testimonies, and success stories are the number one converting factor.

Once you establish a rapport with them, you can always ask them to refer more customers to you.

11 - Ask Customers

Ask customers to spread the word. This is the most obvious one. Ask your customers to share your brand with people they know.

You can do this even before you acquire them as a customer. If you have an email list or blogs, you can start the email and blog or end them by telling customers to share the email or blog if they liked it. It will surprise you how many will do that.

12 - Give Free High-Quality Merchandise

Give customers the merchandise they can use and advertise your brand.

Give them a pen, mousepads, glasses, clothing, briefcases, and other items to wear, carry or put on display.

This will bring you additional exposure.

However, I believe that the freebies you give should be high-quality because it represents your brand.

Whether you give them free merchandise or paid merchandise, send them two of it.

Ask them to pick a different size, style, or color for their friend and family.

This will bring brand awareness to more people, and you will gain additional customers.

13 - Discount Coupons Or Discount Cards

One of my favorite sales tactics is to give discount coupons or discount gift cards.

A lot of people will buy your gift cards. This will increase your sales and revenue.

At the same time, another thing happens that will put a lot more money in your pocket.

About 20% of gift cards are never cashed. This means you do not even have to deliver the product for this amount.

Let me be clear. We are not talking about cheating or taking advantage of anyone here.

We honor every gift card that is presented to us. But the fact of the matter is that around 20% will never cash it.

This is why companies like Starbucks sell gift cards.

Start by offering a 10% discount or gift cards that customers can buy for future purchases. Then after your first sale, see what percent is never cashed.

Let us say it is 20%, this means next time you can sell discount coupons which give 15 and even 20% discount.

Run your numbers to determine the percent or dollar value you can offer as a discount card.

This will boost your sales.

You can then run specials every month.

One month you can offer 10% discount cards to doctors and nurses.

Next month it can be for police officers. Followed by housewives, college students, single moms, and so on.

You will get a lot of sales and go viral because the targeted groups will share the special offer with others.

Make these tactics part of your business strategy. You should execute them regularly, not randomly. Take each customer through these steps. It should be part of your consistent sales process.

The more customers go through these steps, the more new customers you will gain, and the bigger your brand will become.

These are small measures, but they add up quickly. You should try to incorporate as many of these in your business as possible. Then watch your brand become popular as your customer base expands.

Act Now:

Research and add talking points/viral tactics to your offer.

Plan incentives for your customers to bring additional customers.

Task 2: Create An A1 Proposition

For the last three weeks, you researched various pieces for your offer.

The final step is to put these pieces together and create your sales proposition.

A sales proposition is simply your sales offer. A sales proposition is also known as a proposition or value proposition.

A sales proposition is usually the same as your base offer.

It discloses your sales pitch or the unique offer to attract customers.

In my experience, an offer without a price and viral tactics is an incomplete proposition.

Pricing can impact the sale of your product. Not having viral tactics can reduce customer acquisition.

Therefore, a perfect proposition must include the offer, price, and viral tactics.

A1 Proposition = Base Offer + Price Strategy + Viral Tactics

This will be your final sales offer. This is what you will offer to customers in person, online, or using any other mode.

You have researched and identified the three building blocks of your proposition.

Piece them together and create your A1 proposition in the Offer worksheet. It is a part of your A1 Marketing Plan template. You can access it here: almarketingplan.com/a1.

Act Now:

Create an A1 proposition in your offer worksheet.

Week 4 & 5

1. Pick 3 Tactics To Acquire Customers
2. Build Sales Funnels
3. Create Funnel Checklist

Task 1: First 1000 Customers Without Ads

It is time to sell and make money from our hard work.

I have a 5-step checklist to prepare and launch my sales campaigns. These are:

1. Start by determining the minimum monthly sales, revenue,
And traffic I need.
2. Identify the best traffic source to achieve those numbers.
3. Create sales funnels + checklist and drive traffic.
4. Improve funnel performance
5. Increase Profits

Step 1 - Identify Specific Sales And Revenue Goals

Start by identifying your revenue needs. This will help you determine the number of sales you need. It will help you calculate the number of visitors you need to your store or website.

These numbers will help us determine a sales strategy to reach our goals.

Our goal in the second phase is to create steady, dependable, and profitable sales channels.

Calculate The Amount You Need For Business And Personal Expenses

If you do not know how much money you need to make every month, calculate it right now. Add personal and business expenses. Add 20% to it for business reinvestment. Add an additional 20% for investments.

You will now have a number you need to earn a minimum each month.

It is necessary to have a number you want to earn. This number will help you calculate your sales goal. If you do not even know that you need to make a specific revenue, you will not think of ways to earn that revenue.

Most people start a business and hope it becomes profitable over time. This is a passive approach. This is not going to help you grow.

Whether you are a new or an existing business, you need to set goals and work towards achieving them.

Calculate the amount of money you need each month. Enter this number into the Sales And Revenue Workbook. I introduced you to a template when discussing how to create perfect offers. You can get this template in your member's section: a1marketingplan.com/a1.

Revenue Target Monthly	Product	Product Value	Foot Traffic Calculated For 20% Conversion Rate	Web Traffic Calculated For 2% Conversion Rate	Sales Goal + 20% (Adjusted For Refunds + Expenses)	Sold	Missing Sales	Earnings	Profit
\$10,000	Product 1	\$50	\$1,200	12,000	240	341	101	\$17,050	\$7,386
\$10,000	Downsell 1	\$30	\$2,000	20,000	400	144	-256	\$4,320	\$20,840
\$10,000	Product 2	\$80	\$750	7,500	150	77	73	\$6,160	\$4,930
\$10,000	Downsell 2	\$20	\$3,000	30,000	600	36	-564	\$720	\$17,128
\$10,000	Product 3	\$30	\$2,000	20,000	400	56	-344	\$1,680	\$8,870
\$10,000	Downsell 3	\$20	\$3,000	30,000	600	24	-576	\$480	\$3,110
\$10,000	Recurring Billing	\$10	\$6,000	60,000	1200	23	-1177	\$230	\$24,468
\$10,000	High Price Offers	\$999	\$60	601	12	4	-8	\$3,996	\$86,752
\$10,000	Gift Cards	\$100	\$600	6,000	120	106	-14	\$10,600	\$0
\$10,000	Special Offers	\$300	\$200	2,000	40	17	-23	\$5,100	\$0
\$100,000			\$18,810	188,101	3762	828	Total Revenue	\$50,336	\$173,504
							Short/Excess	\$40,336	\$339,622

Image 25. This Is A Black And White Screenshot Of The Sales And Revenue Worksheet Inside The A1 Marketing Plan. You Can Download The Original Image From The Member Area.

Enter your monthly goals in the left column, as you see in the screenshot. It will do all the calculations. It will tell you how many products you need to sell to reach your target. It takes into account 20% refunds, so you never fall short of your targets.

It will also tell you the number of people you will need to visit your store or website. The formula assumes 2% conversion for web sales and 20% for in-person visits.

The conversion numbers for your business may be different.

If you know the conversion rates for your business, you can easily change this formula. The video in the member's area will show how to make changes to the A1 Plan and workbooks that come with it.

You can also go online to research conversion rates for your business. Many websites have this information.

Here is one that I often

use: <https://www.invespro.com/blog/the-average-website-conversion-rate-by-industry/>



The screenshot shows the Invespro.com website header with navigation links: Home, About, Blog, Online Course, Contact Us, and a search bar containing "e.g. Conversion Optimization". Below the header is a table with the following data:

Quarter	Desktop	Mobile	Tablet
Q1 2016	4.23%	3.59%	1.42%
Q2 2016	3.88%	3.44%	1.31%
Q3 2016	3.66%	3.21%	1.17%
Q4 2016	4.25%	3.79%	1.49%
Q1 2017	3.63%	3.14%	1.25%
Q2 2017	4.05%	1.70%	3.59%
Q3 2017	4.11%	1.69%	3.61%
Q4 2017	4.45%	2.04%	3.99%
Q1 2018	3.85%	1.85%	3.49%
Q2 2018	4.12%	2.00%	3.72%
Q3 2018	4.26%	2.03%	3.84%
Q4 2018	4.79%	2.23%	4.05%
Q1 2019	4.04%	1.88%	3.54%

Image 26

. This Is A Black And White Screenshot Of Conversion Rates From Invespro.com. You Can Download The Original Image From The Member Area.

This page has a lot of great information about conversion rates. It also tells you the conversion trends and even the conversion by devices.

Get the standard conversion numbers. This will help us with a measurement. We can then compare the performance of our campaign with this number.

Down the road, you will have your own numbers. But when you are starting, this can be helpful.

Enter the numbers in the template, and it will generate all numbers for you.

It will tell you the number of each product you need to sell to reach this number.

This sheet will automatically update when you start selling. It will tell you how many more sales you need to reach your target. It will even tell you if you have already surpassed your goals.

Download The Template In The Member Section

Videos in the member's section show you how to use this template. Later in the book, you will also learn other templates that sync with this.

You may not have the number of products listed in the template. You can delete them or add columns if you have more products to sell.

If you run businesses like a restaurant. You may have to classify your products into breakfast, lunch, and dinner. Or you can go further into appetizers, meals, drinks, desserts, etc. Think of broad classifications. This helps you plan your marketing.

Why Create Data? Data Produces Perfect Offers And Marketing To Sell

Maybe you are a local store or a small-time blogger wondering why you need it?

Let me tell you the difference between successful and unsuccessful businesses at all levels. The successful retailers succeeded because they were strategic and not just lucky. They took time to understand their business and made decisions to grow.

Most big retailers and restaurants were small businesses at one point. McDonald's, Domino's Pizza, Facebook, Google, Walt Disney, Amazon, Ben And Jerry's, Ralph Lauren, Apple, Under Armour, Udemy, Khan Academy, and many more businesses started with nothing.

Let us not even worry about growing a big business. Let us focus on reaching your monthly revenue.

Let us say you have a family at your restaurant. One of your customers just had a meal. Should you offer them coffee, drinks, or dessert next? If you know your numbers, you will pitch the item that helps you reach your revenue goal.

If you are going to create a promotion, what should you promote?

If you are going to offer a promotion on Groupon. What should you be promoting?

If you are going to run ad campaigns, what do you want to promote?

Everything from your offers to marketing is deduced from numbers.

If the current way of doing business is working great, keep doing it. If it is not working, adopt the tactics proven to help businesses worldwide.

Law Firm Case Study

I was working with a lawyer.

She felt limited because of the field he was working in.

She could only get a limited number of clients in her space. This limited her earnings.

She had no idea how to grow his firm.

She had never paid attention to tracking his clients, business, and offers. I spent a month gathering data with her. We had to dig through emails, messages, and cases to gather the data.

She never shared any customer or privileged information with me.

Without going into details at the end of the discovery, we were able to:

- ⇒ Identify her clients and create a second product/service to sell to them.
- ⇒ We identified another field that would be relevant and decided to bring in a lawyer who practiced in that area.
- ⇒ The best achievement was to create a self-help course. This was not legal advice. It was a helpful guide we started selling online to make money.

Not every law firm needs to sell products online. However, knowing your data will help you with marketing, attract new clients, and expand practice areas.

Data-Driven Business!

This brings me to my next point. If you want to be successful, get strategic. Run your business based on data.

There are two ways to run a business emotion-based and data-based.

When you run your business based on emotions, there is no strategy.

You do whatever you feel like doing and not what you are supposed to do.

Most of the time, you won't know what to do next because you are not seeing the data.

One day you may record a YouTube video. Another day you may hire someone to run ads. You will then see someone run a Groupon promotion, so you will switch to creating one too.

You will be all over without recognizing which efforts are best for you.

I used to run a business from emotions and struggled for a long time until I changed my habits.

Running A Business Is All About Habits And Discipline

You can commit to being disciplined in your approach to growing business or not. When you have a small business, you think there is no need to be strategic or disciplined. It is not a big business. This is a mistake that keeps small businesses from succeeding.

Get disciplined and create data for your business. Make every decision based on the data. If you take this approach, your success is guaranteed.

At first, it may feel a bit strange to run a business based on data instead of emotions. You may even feel clueless, not knowing what to do with it.

Just stick with it.

Within a month, everything will start to make sense.

Within a few months, you will start to experience the benefits of doing business this way.

All the research we did, has given us the data to create offers. It has helped us determine the perfect price for our offers.

I highly urge you to generate data using the templates that come with this book. Use them as I show you. Then run your business based on data.

We will discuss more on how to use data to the advantage of your business.

Act Now:

Calculate your yearly income goal and enter it into the sales and revenue target worksheet in the A1 Marketing Plan.

Step 2 - Identify The Best Traffic Source To Kick off Sales – First 1000 Customers

It is time to start looking for ways to get new customers and sales.

I highly recommend getting a few hundred customers before running ads if you are a new business. I do this with all my clients and also for my business.

Ideally, you should have your first 1000 customers without the ads. But, even if you have a few hundred customers, you will have enough data to run ads profitably and grow your business.

Why 1000 Customers Without Ads?

I hear all the time that online offers are different than offline offers.

How is perfecting offline offers help me sell online?

Yes, there is some truth to it.

But here is the thing. First, you do not have money to run ads. Second, the data on people who buy your products does not change.

You can start by selling online if you have customer data to educate ad platforms.

I am not against ads. I use them myself.

I probably targeted you with an ad.

I am suggesting this strategy if you have no experience selling online. Or if you do not have the money or customer data to run ads.

And even if you sell online, I still recommend creating offline sales funnels. Get as much business as you can from different places.

Moving forward...

There Are Many Reasons To Take This Strategy.

It is hard to make ads work for you when you are a new business.

There are two ways to succeed with ad campaigns. The first method is where you provide data to ad networks. Give them a customer list so the ad network can identify similar demographics to show your offer. Since you are a new business, you do not have this data.

The second way is to keep spending money until you have enough sales and the ad networks can generate data for you. The problem is that you do not have money to spend.

There is a third problem, and this is huge. You need a unique offer to work for the traffic from ads. Your regular offer most probably will not work.

Even though we have created great offers and tested them, we still need more data to be sure before spending money. You may need a new angle to make your offer work online.

It is best to make a few sales, get money, collect data, and then run ads to scale the offers that are working great for your business.

I know most ad agencies will hate me for saying this. I also know that many of them will tell you that they have run campaigns for tens and millions of dollars.

What they don't reveal is the fact that these sales campaigns were already converting well with ads.

These offers were run for seasoned marketers. These marketers had data and experience to make ads successful. In addition, some agencies have data on them because they have run offers for other businesses. They may use the data from other clients, apply it to your business, and get you faster results.

In this case, be sure to ask them to show ad performance for the campaigns they ran in the past.

And finally, just because the offers of their other clients worked, does not mean yours will work too.

Look, if you are on a limited budget, it is best to avoid spending.

I do not have anything against ad agencies.

Most of them do everything they can to help clients. I use them too.

This is about your situation. You may not be ready to run ads right now.

Ads are the best and fastest way to scale your business. But your business has to be at a certain level to benefit from ads.

I recommend you build your business using alternate tactics to acquire clients.

Once you have some business, use ads to scale rapidly.

Alternate Tactics To Get Customers

Whether you are a new business or an existing business, you should definitely look for ways outside of ads to get customers.

In every business, you should have multiple channels to acquire customers.

The more paths you have to gain customers, the more business you will get. Plus, if one channel dies, your business will not end with it.

This is very common. You build your entire business using Facebook ads. If Facebook bans your account or your ads stop working, your revenue tanks.

The main advantage of finding clients in the real world is that you can start getting business immediately and for little money.

You can kick-off sales, multiply revenue, steady your earnings, and build a business using alternate tactics to get customers.

Case Studies:

Hair Salon Got 6 Clients Right Away

A client of mine left a popular hair salon to start her own practice. Her hopes were dashed when she did not get enough clients. She could not even get enough business to cover her rent and utilities.

When she contacted me, I had her write a letter and mail it to the city office and a few other offices downtown.

The letter offered the first free haircut and 20% off on future haircuts.

She got 6 clients right away.

This became her primary strategy to acquire new customers. Her business grew. She is now starting her own line of hair care products.

Carpet Cleaning And Home Cleaning Company With No Money

Another client wanted to start a carpet cleaning business but had very little money. He asked me for help to get new customers.

I had him reach out to his neighbors for initial business. He got a few clients immediately. He used that money to buy additional carpet cleaning kits. Then he hired people to work on commission while he went to other areas and got new customers.

This is how he built a successful carpet cleaning company with no money on him.

I used a similar strategy for a woman who started a home cleaning company to help her build a successful company.

Then a client of mine started a makeup company.

I had her start a meetup group to get customers.

A meetup is similar to a class or a workshop.

She would give makeup lessons at these meetups.

She got 2-3 new customers at each meetup.

Meetup.Com For Coaching And Consulting

Meetups are great to acquire clients for coaching and consulting as well. People who join meetups are obviously interested in your product and services. It is easy to convert them as customers once they meet you and even see your products or skills in person.

You can create your own meetups if you have an email list.

Or you can use a website like meetup.com that has a large following.

This puts your product or service in front of countless people right away.

Meetup.com now has virtual events, which means you can reach a large population effortlessly and get loads of new customers.

If you are a coach, consultant, or service provider, you can start your own meetup group to get clients. If you have money for ads, run ads to get people into a free meetup. Then sign them up for your offer.

This strategy will have a much higher conversion rate.

How I Got Another Business To Send Me Thousands Of Customers For Free

I created a video course and gave it to another dating company for my dating business. It was theirs to sell and keep the money.

This business spent a lot of money to promote the product.

They did hundreds of cross-promotions with other websites.

He sold thousands of copies of the course.

The customers who purchased the course came to me for high-end training that started at \$3,555 and went up to \$200,000.

The dating company did the heavy lifting, and I got massive exposure and business out of their efforts.

You have read the story about my client distributing fliers at the beach to get new clients. I have used the fliers to acquire customers at shopping malls, restaurants, fitness, yoga, and many other businesses.

The common theme in all these stories is that none used ads to get customers. They all used alternative channels to gain customers quickly without spending much money.

The lesson here is that there are faster ways to get clients.

Your customers are all around you. You can quickly find them and sell your offers.

Use Customer Avatar To Find Customers

The question is, where to find customers for your business?

What do most new businesses do?

They ask their friends and family to buy from them.

They make posts on Instagram or other popular social media.

The big problem with this approach is that you can only get a limited number of customers. You cannot grow your business quickly with this approach.

- You need to identify a large group of people likely to buy from you to grow your business.
- Identify where to find them.
- And create campaigns to target them.

The best way to do this is by creating a customer avatar.

We have already discussed customer avatar creation. I won't talk much about it here. I just wanted to mention the role of customer avatar to get new customers.

A customer avatar helps you identify your customer. You can determine the age, gender, income, social status, relationship status, fears, pride, and much more in-depth information on them.

The more you know about your customers, the better you can serve them.

If you know your customer is low on finances, you will not waste time pitching them an expensive offer.

However, if you know your customers have money or own 3-4 credit cards, you know they can afford expensive offers.

You may even create new offers that work for your customers.

Or you will change your target customer to better suit your products or business goals.

Remember, I increased the price of my coaching by switching my customer base. I started getting wealthy clients. As a result, I was able to sell high-end offers.

You can download and create the customer avatar in your A1 Marketing Plan Template. You can get the customer avatar worksheet here: a1marketingplan.com/a1.

Once you have the customer avatar, you will be able to identify who your customer is, where you can find them, how to present your offer to them, and how to get their business.

Web Design Case Study

A client of mine ran a web design company.

We identified that the best customers for him were lawyers and doctors.

Doctors and lawyers care about their first impressions. Both of them have money to spend. And both usually have boring or ineffective websites.

Therefore, these two were great customers for a web design business.

We could only identify them because we constructed the customer avatar.

When we created the customer avatar, we recognized that lawyers and doctors get multiple offers each day to redesign their websites.

If we sent an email, it would be another spam email. If we ran ads and targeted them, they would not have responded because website redesign was not their priority at the time.

So we adopted a different strategy to cleverly stand apart from other web designers and create a desire in the professionals to redesign their website.

We built a new website for each lawyer or doctor.

We sent them a link to see their new website.

The new website had the content from their current website. This way, they could see how good their site looks.

Instead of pitching them a website upgrade, we showed them a live version of the new website.

We also explained how the new design can help them get more business.

It is much easier to sell once you show the contrast between their current boring website and our fancy design.

It is hard for them to stick to their old and boring website once they see the new design.

Plus, if you give them a plan to grow their business, you can be sure to get their business.

The client also informed that the new website already has the content. It can go live in as little as 24 hours.

They would then get on the call and close the deal.

Later, when they started running ads, they used the same approach.

They would create a website or landing page. Get in touch with the professional and explain the plan to grow their business using ads and the new template.

This is a good example showing the benefit of using a customer avatar to target and sell.

Be sure to create a customer avatar.

Get This From Your Customer Avatar

Deep dive into who your customers are.

- ⇒ What is their biggest problem that keeps them up at night?
- ⇒ Why should they buy your product or service?
- ⇒ Why do they even need it?
- ⇒ How do their lives get better from getting your product or service?
- ⇒ What are the reasons they are not buying or have not purchased already?
- ⇒ If you present the offers, what can be the possible reasons they resist buying?

- ⇒ What will you need to tell or show them to eliminate their resistance and get them excited to buy instantly?
- ⇒ Do they have money to buy your offer? If not, can you offer a payment plan or a less expensive product?
- ⇒ Where can you find your customers?
- ⇒ How can you get their attention or reach them?
- ⇒ How can you make them study your offer or visit your store?

The answer to these questions will help you identify your customers. You can then ascertain the right offers to sell to them. You will pinpoint when, where, and how to find your ideal customers.

Easy Way To Identify Customers If You Are Clueless

Most of the time, you will have a sense of who your customers will be. If you are new and clueless, do the following to identify customers:

1. You can visit the business for one of your competitors and study customers. Pay attention to the demographics inside the store. Take note of the age, gender, clothing, social class, and

anything else about them. Are they shopping alone or do they have their family with them.

2. You can reach out to a few competitors and ask them for information. Tell them you are doing a survey. Many will oblige you.

Use an alternate approach if you find that the business owners hesitate to share information with you. Tell them you have a list of customers. You would like to promote your business to this list. Ask them who would be the ideal customer to promote their business. Ask them to identify their age, gender, class, and income level. Ask them if a specific day or product is more popular.

If you are too shy to ask, reach out to the business department in a college in your town. Speak with business professors and tell them you are looking for students to do a business survey for you. Many courses offer students credit for practical training, and you may get help this way.

3. You can also reach out to survey firms, but that will cost you money.

4. Similarly, you can spend a hundred dollars on ads online.

Then study the demographics of the audience that engaged with your ad.

5. If you are a web business, you can study the data for competitors by going to websites that track data. Alexa.com is a resourceful website to collect data for free. You can even sign up for a free trial for paid websites like semrush.com. Even if you run a local business, you can still study data for websites. The audience will be similar.

Get a basic profile to get started. Refine your customer avatar as you get some sales.

Once you identify your customers, it is easy to find places to target them.

If you know that your customers go to a shopping mall over the weekend, you can have someone hand them fliers or discount coupons at the mall.

If your customers are parents, you can hand them fliers when they drop or pick up kids at school.

If you run a vegan restaurant, you want to target people who go to a yoga class or shop at wholefoods.

If they read a specific magazine or newspaper, you can run ads or get a news story in that media.

In short, once you know who your customers are and where to find them, then all you have to do is present your offer to them.

54 Tactics To Get Customers Without Ads

Based on the avatar you created, make a list of 3-4 places to find your ideal customers and ways to reach out to them. Map a complete sales funnel. This way, you will have a plan to sell.

Here is a list of tactics I use for my business. These are the same tactics I use to build a customer acquisition plan for my client businesses.

Take a look at this list and pick the ones that may be good for your business:

- | | |
|--|---------------------------------------|
| 1. Distribute Flyers Around Your Place | 6. Give Coupons To Existing Customers |
| 2. Send Letter | 7. MeetUp.com |
| 3. Post Flyers In Other Local Businesses | 8. Craigslist.com |
| 4. Reach Out To Existing Customers | 9. Thumbtack.com |
| 5. Offer Discount To Incentivize Customers | 10. Google My Business |

- | | |
|--|---|
| 11. Yelp | 20. Chamber Of Commerce |
| 12. Fairs And Farmers Market | 21. AAA |
| 13. Trade Shows | 22. Discount For Business Employees In Your Area |
| 14. Journalists (Local) | 23. Spy On Your competitor |
| 15. Contests and Giveaways on social media | 24. Partnership With Other Businesses For Referral |
| 16. Sponsorships | 25. Reach Out To Businesses If You Are Freelancer Or Use Cold Callers |
| 17. Cold calling | 26. Amazon, home depot, Walmart, etc. |
| 18. Door To Door | 27. Podcast |
| 19. Advertise At City Events | |

IF YOUR CUSTOMERS WILL LOOK ONLINE

- | | |
|----------------------------------|------------------------|
| 28. Have a website | 32. Social Media |
| 29. Get ranked in Search Engines | 33. Offer Online Deals |
| 30. Google Reviews | 34. Yelp |
| 31. Google My Business | |

ONLINE MARKETING

- | | |
|--|--|
| 35. Spy On Your Competitor | 38. Joint Venture |
| 36. Build Multiple Sales Funnel Including Optin Funnel, webinar funnels, Social Media Funnel, Service Funnel | 39. List On Affiliate Platforms Like Clickbank |
| 37. YouTube | 40. Motivate Your Customers To Send More Traffic |

ADVERTISE WHEN YOU GROW AND HAVE TESTED YOUR

- | | |
|--|--|
| 41. Offer Them Something Tempting So They come to us | 48. Cash Back |
| 42. Discount/Sale | 49. Payment Terms |
| 43. Free Trial | 50. Free Something - Consultation, Free Installation, Free Delivery, free gift, buy one get one. |
| 44. Free Exchange | 51. Huge Bonus |
| 45. Appeal To Emotions - Help Local Business | 52. Referral bonus |
| 46. Free Gift | 53. An advantage for buying online |
| 47. Raffle - Chance To Win Something | 54. Delivery tracker |

I have a list of 32 tactics that I go through every time I build a customer acquisition strategy for a business. If you want to discover these 32 tactics, you can get my The Rebel Tactics Course. But it is not needed. This book is enough to get you started. You only get that course if you need additional help or a cheat sheet to guide you.

How you acquire customers is less important at this stage. It is more important to learn the skill to identify your customers. Develop the skills to locate customers and sell quickly to them.

This is a skill that will help you in the long run.

The Most Important Step To Getting Sales.

Identify The Person Most Likely To Buy And The Medium To Reach Them.

Think of the fastest approach to presenting your offer to the person most likely to buy.

We hired a phone sales caller on a commission basis for an artist who was a client. Her job was to go through the yellow pages and call all the dentists to invest in the art project. Dentists are known to invest in art projects.

In less than 10 days, the client had the money for their project without investing a single penny.

If you have clothing or jewelry, reach out to a few celebrities. See if they would endorse your product.

Some may charge you money. That is ok.

If a big celebrity endorses your product on social media, you will struggle to fill the orders that will come in.

If you want a renowned person to endorse your product, give them a reason.

Donate a portion of your income to a popular social cause. It makes it easy for celebrities to endorse your product.

Hire a PR company to do the job for you.

You can find people on Fiverr or Upwork for cheap. You can also check out online celebrity endorsement websites like Hollywood Branded.

A client in India started by hosting jewelry sales in various residential complexes. She paid small rent to host sales in the community halls of residential buildings. Building management sent promotions to their residents.

She got a lot of sales and a lot of exposure from this move.

She discovered the price range, style, and popular offers. She took this data and scaled her business quickly. It cost her way less than ads to reach highly targeted traffic.

If you have a bikini line, distribute fliers to women on the beach or around swimming pools.

Have a QR code because they can lose the flier at the beach. Make them scan the code right away. They may forget about it later.

You can distribute fliers in front of clothing stores as well.

If you have a restaurant, you can offer discounts to certain businesses around you to start getting customers.

Get listed in the local tour and wine guide.

Find hotels near your restaurant and have them offer coupons to their guests.

This is a win-win for you and the guests who will most likely go out to eat.

If you have a coworking space near you, leave some fliers there. People working at coworking spaces will eat someplace.

If you are a coach or a consultant, create a meetup group.

If you help local businesses, create a meetup group for local business owners. Teach them something in the meetup to demonstrate your skills.

Show them a case study if you have one. Show them how they can benefit from hiring you. Then make the offer.

Think about the person most likely to buy or promote your product. Then create an offer to reach them.

This should be your first sales funnel.

Map your steps for this sales funnel and create the checklist then launch it. This is the best and the fastest way to kick off sales.

Act Now:

Identify 3 tactics to acquire customers for your launch.

Task 2: Build Visual Sales Funnel And Checklists

The next step is to build a sales funnel and a checklist for your sales campaigns.

Sales funnel is a map of a customer journey from meeting to sales and beyond. In other words, it is the sales blueprint or the sales action plan.

Planning sales funnels for your business can supercharge your sales efforts. There are incredible benefits of using sales funnels to sell and grow business:

- ⇒ You can identify all the steps needed to get a conversion with a sales funnel.
- ⇒ You can also identify the steps a customer needs to take from discovering you to purchasing.
- ⇒ You can ascertain all the offers you need to present to your customers and the order of presentation.
- ⇒ You can map out the messages and deliveries you need to send to the customer at each step.

- ⇒ You can create a checklist. This way, you do not miss crucial actions at any stage of your sales process. Once miss-step can lead to a loss in sales and losing substantial revenue.
- ⇒ When you have a sales funnel, you can evaluate the performance of every step. You can identify what is working and boost it even further. You can also spot the problem areas and improve them.
- ⇒ You can see the data for each step and offer when you have a sales funnel.
- ⇒ . You can use this data to run ads, create high converting offers, create attractive sales messages, future promotions, and a lot more.

There are many more benefits of having a sales funnel.

Many business owners do not create a sales funnel because they think sales funnels are only for big businesses.

Many assume they already know what they are selling.

Some assume they have no control to influence the customers, so why bother creating a sales funnel.

And then some think that they do not need sales funnels because they only sell 1 product. I have even had lawyers, doctors, and service providers who believed sales funnels are for products, not services.

These are all myths. Not having a sales funnel for your business is a huge mistake.

If you want to build a successful business, start using sales funnels for your business.

If you even have 1 product to sell, use sales funnels.

When you start using sales funnels and study their performance, you will get magical insights to grow your business.

So start using sales funnels.

Sales Funnel Example

Let us say you are a mattress store.

You run radio commercials with a 20% discount code.

Customers hear this commercial and come to your store to buy a mattress.

Offer pillows and mattress pads to the customer after they buy the mattress.

Before they leave, you give them a 20% off coupon valid for the next 30 days.

In this example, your sales process has the following 6 Steps:

Radio Commercial --> Store Visit --> Mattress Purchase --> Mattress Pad (Upsell 1) --> Pillow Set (Upsell 2) --> Discount Coupon For Next Purchase.

These 6 Steps Are your sales funnel.

By creating a sales funnel, you have identified the various steps of your sales funnel.

As we go through this lesson, you will see how useful this will be to grow your business.

Benefit 1: Sales Funnel Generates A Checklist, So You Do Not Miss Any Steps.

Let us say you are a mattress store.

You run radio commercials with a 20% discount code.

Customers hear this commercial and come to your store to buy a mattress.

Offer pillows and mattress pads to the customer after they buy the mattress.

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These 6 Steps Are your sales funnel.

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As we go through this lesson, you will see how useful this will be to grow your business.

Benefit 2: You Will Be Able To Analyze The Steps In Your Sales Funnel And Improve Your Business.

Let us say you ran the radio commercial, but only a few people showed up at your store.

It is easy to see that the commercial did not work.

You can try a new message or a new offer in this case.

You could also try a promotion on a different platform like the newspaper or Groupon.

Let us say if you get a lot of customers but not enough sales.

In this case, you know the problem happened when the customers came to your store.

So now you can make changes to this step of your business.

Sales funnels will have a massive positive impact on your growth.

You will not be confused about what to do next. The data from the sales funnel will tell you what needs to be done to grow your business.

We will cover this more in detail in a bit.

You should have at least one funnel for each product or service you sell.

However, I advise having as many sales funnels as possible for each offer.

Start With One Or Two Funnels. Improvise Them Until They Are Performing Well.

Then add more funnels for the same offer.

You will have customers regularly from multiple funnels and buying if you do this.

Let us say your first funnel is to hand fliers at a shopping mall.

You can create a second funnel.

This could be the funnel where you post fliers or mail letters.

Your next funnel can be one where you give live demonstrations, talk, or host a meetup group.

Keep building more funnels using the tactics that apply to your business.

Building A Sales Funnel

There are many ways and tools to create your sales funnel.

A sales funnel does not have to be complicated. The 6-steps with arrows is a good enough sales funnel.

The most important part is to map the steps and flow of the funnel.

- ⇒ Make a list of all the steps in your sales funnel.
- ⇒ Where will you find your customer?
- ⇒ How will you present your offer to them?
- ⇒ What is the first product you will offer, and how will you sell it?
- ⇒ What will you do after they make the purchase? Will you offer another product, or will you stop the sale?
- ⇒ Will you promote another product to them after a while?
- ⇒ Do you plan to stay in touch with them? If yes, what will you do to maintain a relationship?
- ⇒ Do you need a review from them? If yes, when and how do you ask them for it?

- ⇒ Are you going to promote products from another company to them? If yes, what products, when, and how?
- ⇒ What do you do when a customer leaves without making a purchase? Do you collect their information and market it to them later? Do you offer them a discount code or a trial?
- ⇒ Make a checklist of resources you need for your sales funnel.
- ⇒ Make a new sales funnel for every traffic source you plan to use.

Map the entire customer journey from their first step to the last.

- ⇒ This will help you determine the lifetime value of your customer.
- ⇒ It will also help you identify the steps in their journey.
- ⇒ It will help you identify the timing and create processes to sell
- ⇒ This data will help you with your marketing.

Let's say you sell 5 items for a total of \$1,000 to a customer, and all of the \$1,000 is your profit. This means you can spend \$900 to get one customer and still end up making a profit.

You can spend \$900 even if the first product you sell them is priced at \$100. You can start with a loss of \$800 and end up with a profit by the time you sell everything to the customer.

This is a simple example.

The reality will be different.

Not every customer is going to purchase all your products.

However, after you get a few hundred customers, you will determine the average amount of money each customer spends. Then you will be able to use that number for business calculations.

You can also add or remove steps to improve the performance of your business.

Let's say you are losing \$100 in a funnel. You can add extra offers to that sales funnel to become profitable.

You will track which products or offers are selling well and which ones need help.

You can make changes to improve the sales for a product that is not doing well or replace it with another product to increase your sales.

This is why it is so great to create sales funnels and identify your sales and money plan.

You Can Create A Simple Sales Funnel Like This:



Image 27. This Is A Black And White Screenshot Of A Sample Sales Funnel Map. You Can Download The Original Image From The Member Area.

I created this image on a website: funneltyics.io.

This is a great website to build funnels.

You can create all kinds of funnels on this website.

You can add projections, track funnel conversions, and write notes as well.

You can even write the steps down, and that will be enough. Just be sure to map the customer journey.

I Use A Different Tool For My Business Which Is Free. I Use Google Sheets For All My Funnels.

Here is what a funnel using Google sheets look like:

A1 Dashboard		Sales Funnel 1	Medium	Step 1	Step 2	Step 3	Step 4	Step 5	Step 6	Step 7	Step 8
	In Person Contact	Customer Visits Store	Product 1	Product 2	Product 3	Hand Discount Coupon For Repeat Business	Collect Good Contact Information	Post Sale Contact For Good Relationship	Discount Coupons Remind		
Conversion Percent		60 Prospects	43.33%	26.67%	16.67%						
Conversion Number		60 Prospects	\$1,300.00	\$12,320.00	\$250.00						
Objective + Details	Create Business Account On FB <input type="checkbox"/>	Customer Tracker <input type="checkbox"/>	Payment Terminal <input type="checkbox"/>								
	Generate Ad Pixel <input type="checkbox"/>	Product Display <input type="checkbox"/>	Capture Contact Information <input type="checkbox"/>							<input checked="" type="checkbox"/>	
	Set Up Tracking <input type="checkbox"/>	Product Demonstration <input type="checkbox"/>	Offer Product 2 <input type="checkbox"/>								
	Test Tracking <input type="checkbox"/>	Sales Staff <input type="checkbox"/>	Coupon To Buy Offer 2 In Next 30 Days <input type="checkbox"/>								
	Create Ad On FB <input type="checkbox"/>	Specil Offer Or Coupon If They Leave Without Buying <input type="checkbox"/>									
	Add Custom Audience If You Have <input type="checkbox"/>										
	Select Ad Target <input type="checkbox"/>										
	Add Conversion <input type="checkbox"/>										

Image 28. This Is A Black And White Screenshot Of The Sales Funnel Worksheet From The A1 Marketing Plan. You Can Download The Original Image From The Member Area.

There is no right or wrong way to create a sales funnel. You can even write the steps by hand to construct your sales funnel.

I prefer using Google sheets for a few reasons:

1. I like to have all my data in one place. This way, when I study it or make plans, I have everything available in one place. Earlier, I had to log into different platforms. I personally hate that. In your member section, you get all my templates as one file. Any time you change one file, it will automatically update the data in every document. This is extremely helpful.
2. I can build unlimited funnels in one document. I can compare their performance without having to go back and forth. I can compare multiple data strings like product sales, upsells, cost of conversion, earnings per customer, and more relevant data for all funnels in one place. This helps make fast decisions. Often I get ideas by looking at multiple funnels at once. I can use something from a campaign that is doing well and apply it to the weak section of another funnel to improve its performance.

3. I can add notes, track the updates, and compare my notes from previous notes - all in one place. You have no idea how convenient this is.
4. I can add comments for my team to read, and they respond there. This makes communication easy. There is a record for the work anyone has done. A new person can pick up this funnel and get going in no time after reading the notes.
5. The cost of all the apps adds up quickly. I have a remote employee in India. His job is to update the data regularly. You also have apps that can automate most of it.
6. I am often traveling and on long-haul flights. I can access my Google sheets offline.
7. And I like colours. I prefer my funnels to communicate with colours. Yes, I can sort data, but colours help me. This is a personal preference.
8. And maybe because I am old fashioned and like to do things my way :)

In the member's section, you will find the template for the A1 sales funnel I use. This is the same template I use when I help clients with their business.

Download these templates to create your business plan and sales funnels.

I also have a detailed video in the member's section to show you how to use the sales funnel. Watch it, as it will help you a lot.

From this part of the book, you will see that we will look at this funnel often. It will become an essential tool for us.

You Should Have At Least 3 Funnels Running At The Same Time.

You probably do not have time and money to run 3 funnels yourself.

You do not have to.

I mentioned before, reach out to college campuses and recruit students. Speak with the business department. Have them offer students credit for practical training by working in your business.

You can even post a flier in student cafeterias and dorms.

Post an ad on Craigslist and hire people on a commission basis. You will be surprised how many people will join you.

I have hired women as brand ambassadors. They got a free product and the brand ambassador title in exchange for their help. Many young women want to be brand ambassadors and even learn the business.

When I was 15, I started a home appliance business. I ran an ad to recruit door-to-door salesmen. I offered a 20% commission. I had 20-25 salespeople willing to work for commission.

I was the first person who went door to door in my hometown in India. It was hard to walk all day with heavy appliances on your shoulder. But we did a lot of business. People wanted to support our entrepreneurial spirit.

Selling is not hard at all. A lot of people need products. You just have to find a way to reach to them spending little money since you do not have much money when you begin.

Once you have your 3 funnels mapped out, you will ascertain the number of people you need to run your funnels. Think of creative ways to find help.

You can even take help from your friends and family at this stage.

Then launch the funnels and start getting sales.

Act Now:

Map and build the sales funnels for the 3 tactics using the sales funnel builder in the A1 Marketing Plan.

Task 3: Create Sales Funnel Checklist

In the member section, you will find a template to create checklists.

Use this template and create a checklist for all the resources needed to launch your sales funnel.

A checklist is simply a list of resources or actions for your sales funnel.

Let us say that you are running ads to get customers.

In this case, you need to:

1. Signup for an ad platform.
2. Generate a tracking code and add it to your website.
3. Create an ad
4. Create an opt-in page or sales page for your offer.
5. Create checkout page
6. Create thank you page for order confirmation
7. Create upsell pages if you have upsells
8. Write sales emails for abandoned cart
9. Create retargeting ads and emails.

If you are creating a campaign to distribute fliers. In this case, your checklist will seem something like this:

1. Create fliers with a special offer
2. Hire someone to hand out fliers
3. Have someone at the store attend and sell to customers.
4. Have a second offer ready for customers who are hesitant to buy.
5. Have an upgrade offer for customers who buy.
6. Have a system to collect emails of customers who leave without making a purchase.
7. Have a tracking system to count visitors who arrive because of the fliers.

These are not real examples. I made this list for an explanation.

You may have more or fewer steps in your sales funnel.

List every step in your funnel in the checklist.

Then complete each task to get ready for launch.

This way, you won't have to rush last minute to create something. You won't forget a step and kill your performance.

Act Now:

Create checklists for tasks in every sales funnel.

Week 6 – Gather Resources And Launch

Do this in week 6:

1. Verify Checklist And Gather Resources
2. Launch Day Checklist
3. Post Launch Checklist
4. Final Step

Task 1: Verify Checklist And Gather Resources For Sales Funnel

The next step is to prepare for your launch. Go through your checklist to identify any resources you need for the launch. If you have not created one, do it now. A checklist will save you from making mistakes that can hurt your campaign.

It is easy to miss a step or resource and mess up the whole launch.

Make sure you have your printed offer for customers. Be sure you have locked the venue and staff to run the promotion for you.

Test your store tracker and credit card machine at the store location.

If you run an online campaign, make sure all your pages are working on desktop and mobile.

Test the page speed for your campaign. Slow-loading websites are the number one reason for failed launches. Your customers will leave if it takes too long for the page to load, and you will miss out on a potential sale.

Test your CRM, CMS, and SSL.

Verify the visitors and their actions are being tracked.

Make a test purchase to verify everything is set up correctly.

Have a working contact form or chat box so customers can talk to you if they have a problem.

If you have a big launch and expect a large volume of customers, split the load between two or more merchant account. Sometimes the merchant accounts cannot handle large volumes.

If your launch involves phone sales, make sure your phone closers are ready for the task. Ensure they have phone scripts, credit card processors, and support staff available to close the deals.

In short, go through the checklist for your launch. Verify you have all the resources and everything is working great.

Act Now:

Gather resources for the launch.

Task 2: Prepare And Follow The Launch Day Checklist

Create a checklist for the launch day.

The tasks for your checklists will depend on the nature of your launch.

Your checklist for a live event will be different than the one for a restaurant, store sales, or online launch.

During the day you want to monitor:

- ⇒ Your team and partners are performing tasks and meeting goals.
- ⇒ All the tools are working, and there are no equipment or code failures.
- ⇒ You are getting the traffic you expected.
- ⇒ Have a team ready for emergencies if you have a big launch.
- ⇒ You are collecting data from traffic to conversions.

Be Professional Even If You Have A Small Launch

There is a good chance that the launch day for you would mean handing a flier to 5 people around your yoga class or hosting your first live meet-up.

This ok.

This is how a lot of us start. This is how I started.

The size of your launch is less relevant.

It is more important to make your sales funnel work. It is more important that your approach and sales strategy are ready.

If you only approach 5 people and get 1 sale, you are in business. You have a 20% conversion rate for your sales funnel. You know that your strategy is working, and you can gradually scale it.

Next, prepare and launch as you would for a big launch even though you are only marketing to a handful of people. Once again, the size is irrelevant.

This is an opportunity to practice large-scale launches. One day you will do that.

Right now, you may be thinking I am a small restaurant or a book author. These strategies will never apply to me.

You are wrong.

I used to think the same way.

I can promise you that if you are serious about growing your business, it will take no more than one year until you are conducting large-scale launches for your business.

You will discover the strategies and value of launches and large-scale marketing campaigns to grow business, even if you are an instructor, a book author, or a doctor.

A launch is simply a marketing campaign. You will run multiple campaigns as time goes by to grow the business.

So it is good to build the habit of conducting a launch professionally, even if you are marketing to just 5 people.

This way, when you have big launches, you will know what to do.

Act Now:

Launch and monitor the progress.

Task 3: Have A Post Launch Checklist

Your final task is to have a checklist for the end of the day.

- ⇒ If you had a live event, gather all equipment and resources from the field.
- ⇒ Be sure to thank your team members and partners. Maybe give them a souvenir, or have a drink with them. Small gestures go a long way.
- ⇒ Ensure you have data on traffic, conversions, and any problems during the campaign. Confirm that you collected any objections or suggestions from the customers as well. This data will help you improve your sales conversions. It will also help you in future launches.

Act Now:

Create a post-launch checklist.

Task 4: The final And The Most Essential Step

No matter how your launch goes, congratulate yourself for taking action.

A launch or sales rarely funnel works from day one.

I have worked with businesses that invested millions of dollars in campaigns.

They hired experts and celebrities to promote the product.

They had top copywriters and ad experts running campaigns, and even they had struggled at the launch.

Most marketers start with small tests.

They refine their sales funnel based on the data until they get desired results.

This is when they scale their offer.

In your case, the work to create your offer and launch is more significant than getting sales.

This is because you are now in business.

All you have to do is tweak strategies until you succeed.

You are incredibly close to making it.

So be proud of your achievement.

One more thing, when you operate on a small scale, you should try 5-6 times before accepting or rejecting a strategy.

You are dealing with a small group.

You cannot draw conclusive results from limited data.

You cannot conclude that your sales funnel is not working if you only approached 5 people.

When I first started giving live presentations, I never made a sales pitch.

I was uncomfortable promoting my offers.

This does not mean live presentations were not working.

I needed to improve the performance on my end to get results.

After a few more talks, I got comfortable.

I would earn \$30-40,000 every time I gave presentations when other presenters were hardly collecting \$1,000.

So never get disappointed with initial struggles.

Also, never let others derail you from your strategy because they could not make it work.

I have shared valuable insights, mindsets, and tactics in this book. I am saying this to brag but reinforce that you now have a good knowledge base to succeed.

So believe in yourself and continue to make efforts.

You are almost there.

We will discuss ways to improve your sales funnel performance in the next part.

Act Now:

**CONGRATULATE YOURSELF FOR YOUR
ACCOMPLISHMENT!**

Week 7 – Improve Sales Funnel Performance, Sales, And Profits. Plus, Create Evergreen Sales Funnels.

Do this in week 7:

1. Grow sales by improving sales funnel performance
2. Improve sales funnels profit
3. Create evergreen sales campaigns

Note: Switch tasks with week 8 if you need more time to generate data. Come back to this step when you have enough data to make changes.

Task 1: Grow Sales By Improving Funnel Performance

A sales funnel rarely performs from day one. There are no good sales funnels. You have to make sales funnels good.

The game and fun start now. Now, you will see the power of data and strategy. You will see how it can help you become successful.

By this point, you will start to get sales. You already have a tested offer, you have identified the most likely buyer, and you have discovered the fastest way to present your sales offer to them.

Now our goal is to:

- ⇒ Increase sales, revenue, and profits.
- ⇒ Identify strengths and weaknesses in our sales funnel
- ⇒ Discover opportunities to get even more business.

Once we can achieve these three, we will have a dynamic business.

Once you start executing your sales funnels, a few things will happen:

Some of your funnels will do great, some will do average, and some may not work at all.

This is natural.

A sales funnel rarely performs from day one.

There are no good sales funnels. You have to make sales funnels good.

You will see parts of your funnels doing well and parts not so well.

You will start to see offers that sell fast, offers that cost less, and the ones that make you a lot of profit.

You will start to discover opportunities that can help your business even more.

Data From Sales Funnels

When I start to get sales, I need two things to determine the performance of my sales funnels and make improvements:

1. Sales Conversion Percent
2. And Traffic Source

Let us start with a basic example. Let us say I have 2 sales funnels.

Funnel number 1 is converting at 3%, and funnel number 2 is converting at 1%.

This is easy. Our funnel 1 is doing better, so I should present it to more people.

At the same time, I should improve sales funnel 2 and increase my sales.

From the most basic information, I was able to find out my next steps: Promote funnel #1 and improve funnel #2.

I am not wasting time creating a blog post, social media post, or any new marketing fad.

I have a well-identified and maximum impact strategy to grow business.

Let's take this one step further.

It is also possible that more people buy multiple products from sales funnel 2, but not from funnel 1.

In this case, we can investigate why people buy a second product from sales funnel 2.

Maybe we have listed the second product there for less money.

Or maybe we are targeting a different group of buyers.

Or maybe we have a different sales proposition.

Once we identify the factor, we can apply it to sales funnel 1 and increase the sales for the second product.

By doing so, we can increase our sales and profits.

So you see, you are beginning to see the kind of data we can extract from sales funnels and how we can use it to improve our business.

When I Study The Data From My Sales Funnels, I Am Trying To Identify:

- ⇒ What offers are doing well and why?
- ⇒ What offers are underperforming and why?
- ⇒ What traffic sources are working well, and for what offers?
- ⇒ What combination of offers, timing, or other factors produces better results?
- ⇒ What traffic source and product combination perform the best?

⇒ Can I apply the tactics from high-performing sales funnels to the underperforming ones?

In short, I am looking for information to improve my sales and revenue. By studying data from the sales funnels, you will get complete information to advance your business.

All of this data will come out of your sales funnel.

However, you will need to gather data from your analytics or shopping cart to calculate the data.

You will need to find the number of people who visited your store or landing page from a specific medium.

You will need to find the number of people who made a purchase from this traffic source and calculate your numbers.

A1 Marketing Plan - Sales Funnel Data Sheet

As I mentioned, I prefer to use my own sales funnel template created with Google sheets. The template has workbooks. You log the data for sales in these workbooks, and it does all the calculations for you.

You can get a copy of this download and even watch a video in the member section.

I will explain how to read data using my template. It does not matter whether you use my template or not. You will draw conclusions with your data, just like I am about to explain.

Let us take a look at some sample data.

Sales Data January		Dashboard									
Month	Offer/Medium	Exposure/Clicks/Impressions	Cost of Campaign	Net Profit/Loss	Profit Percent	Product 1	Product 1	Product 1	Downsell 1	Downsell 1	Downsell 1
		# of Sales	Conversion %	\$ Sales	# of Sales	Conversion %	\$ Sales	# of Sales	Conversion %	\$ Sales	
Jan	In Person Contact										
	Discount Coupon 20%										
	Facebook Ads										
	YouTube Ads										
	YouTube Videos										
	Meetups										
	Email Campaign										
Jan	Total										

Image 29. This Is A Black And White Screenshot Of The Sales Funnel Datasheet From The A1 Marketing Plan. The Top Row And The Left Column Show Product Title And Traffic Source. You Can Download The Original Image From The Member Area.

The top row of the datasheet tells us the description and the product titles.

In this example, we are seeing product 1 and product 2. These titles automatically get replaced with your product title.

On the left side, we are seeing the traffic source.

The template will generate a lot of data points for you. The template calculates high and low points in every funnel.

It shows high performance with blue highlight and low performance with orange highlight.

For this example, I chose 7 random high and low points. The workbook will calculate high and low performance when you enter sales data.

Offer/Medium	Exposure/Clicks/In	Sales Per Media	Cost Of Campaign	Net Profit/Loss	Profit Percent	Product 1 # Of Sales	Product 1 Conversion	Product 1 Total Sales	Downsell 1 # Of Sales	Downsell 1 Conversion	Downsell 1 Total Sales	Product 2 # Of Sales	Product 2 Conversion	
						\$50.00		\$50.00			\$50.00			
In Person Contact	3	20.00	\$4,128	\$200.00	\$3,928	1964.00%	1	90%	\$900	0	0%	\$0	1A	40%
Discount Coupons 20%		2,000.00	\$7,928	\$200.00	\$7,728	3864.00%	43	2%	7	16	1%	\$184	17	1%
Facebook Ads	3	\$2,706	\$700.00	\$2,006	286.57%	18	0%	\$900	4	1%	\$96	11	4%	
YouTube Ads		\$8,019	\$450.00	\$7,569	1682.00%	25	8%	\$1,250	13	4%	\$390	18	6%	
YouTube Videos		\$2,520	\$250.00	\$2,270	908.00%	2	1%	\$750	2	0.1%	\$60	5	0.2%	
Meetups		20.00	\$1.83	\$1,730	1730.00%	16	80%	\$800	0	0%	\$0		0%	
Email Campaigns	6	5.6	\$70.00	\$11,199		1	1%	\$,250	13	0.3%	\$390	18	0.4%	
Total		10,640.00	\$38,400	\$1,970.00	\$36,430	1849.24%	200	2%	\$9,570	48	0.5%	\$1,320	77	0.7%

Image 30. This Is A Black And White Screenshot Showing 7 Random Data Points In The Sales Funnel Datasheet From The A1 Marketing Plan. You Can Download The Original Image From The Member Area.

This is not actual data. Do not think of it as a standard. I put random numbers for easy explanation.

How To Read Data

Data 1:

Data number 1 shows that product 1 converted at 90% in our in-person contact funnel. The first column on the left shows the funnel name.

Offer/Medium	Expense/Clicks/In	Sales Per Media	Cost Of Campaign	Net Profit/Loss	Profit Percent	Product 1 # Of Sales	Product 1 Conversion	Product 1 Total Sales	Downsell 1 # Of Sales	Downsell 1 Conversion	Downsell 1 Total Sales	Product 2 # Of Sales	Product 2 Conversion
						\$50.00			\$30.00			\$80.00	
In Person Contact	\$4,138	\$200.00	\$3,928	\$1964.00%	90%	\$900	0	0%	\$0	8	40%		
Discount Coupons 20%	2,000.00	\$7,928	\$200.00	\$7,728	3864.00%	43	2%	\$1,720	16	1%	\$384	17	1%
Facebook Ads	300.00	\$2,706	\$700.00	\$2,006	286.57%	18	6%	\$900	4	1%	\$96	11	4%
YouTube Ads	300.00	\$8,019	\$450.00	\$7,569	1682.00%	25	8%	\$1,250	13	4%	\$390	18	6%
YouTube Videos	3,000.00	\$2,530	\$250.00	\$2,270	908.00%	15	1%	\$750	2	0.1%	\$60	5	0.2%
Meetups	20.00	\$1,830	\$100.00	\$1,730	1730.00%	16	80%	\$800	0	0%	\$0		0%
Email Campaigns	5,000.00	\$11,269	\$70.00	\$11,199	1398.57%	65	1%	\$3,250	13	0.3%	\$390	18	0.4%
Total	10,640.00	\$38,400	\$1,970.00	\$36,430	1849.24%	200	2%	\$5,570	48	0.5%	\$1,320	77	0.7%

Image 31. This Is A Black And White Screenshot Showing Data Point 1 In The Sales Funnel Datasheet From The A1 Marketing Plan. You Can Download The Original Image From The Member Area.

Offer/Medium	Expense/Clicks/In	Sales Per Media	Cost Of Campaign	Net Profit/Loss	Profit Percent	Product 1 # Of Sales	Product 1 Conversion	Product 1 Total Sales	Downsell 1 # Of Sales	Downsell 1 Conversion	Downsell 1 Total Sales	Product 2 # Of Sales	Product 2 Conversion
						\$50.00			\$30.00			\$80.00	
In Person Contact	20.00	\$4,138	\$200.00	\$3,928	1964.00%	18	90%	\$900	0	0%	\$0	8	40%
Discount Coupons 20%	2,000.00	\$7,928	\$200.00	\$7,728	3864.00%	43	2%	\$1,720	16	1%	\$384	17	1%
Facebook Ads	300.00	\$2,706	\$700.00	\$2,006	286.57%	18	6%	\$900	4	1%	\$96	11	4%
YouTube Ads	300.00	\$8,019	\$450.00	\$7,569	1682.00%	25	8%	\$1,250	13	4%	\$390	18	6%
YouTube Videos	3,000.00	\$2,530	\$250.00	\$2,270	908.00%	15	1%	\$750	2	0.1%	\$60	5	0.2%
Meetups	20.00	\$1,830	\$100.00	\$1,730	1730.00%	16	80%	\$800	0	0%	\$0		0%
Email Campaigns	5,000.00	\$11,269	\$70.00	\$11,199	1398.57%	65	1%	\$3,250	13	0.3%	\$390	18	0.4%
Total	10,640.00	\$38,400	\$1,970.00	\$36,430	1849.24%	200	2%	\$5,570	48	0.5%	\$1,320	77	0.7%

Image 32. This Is A Black And White Screenshot Showing Data Point 1A In The Sales Funnel Datasheet From The A1 Marketing Plan. You Can Download The Original Image From The Member Area.

When we look at 1A, we observe that product 2 converted at 40% in our in-person contact funnel.

40% is less than 90%.

This reveals that product 1 is converting at a higher percentage in our in-person funnel.

People are not liking the offer for product 2 in the in-person funnel as much as they like product 1.

This means we need to test a different offer for product 2. Or maybe offer another product when we make an offer in person.

This is how data guides us to make decisions that help the most.

Data 2:

Offer/Medium	Expense/Clicks/In	Sales Per Media	Cost Of Campaign	Net Profit/Loss	Profit Percent	Product 1 # Of Sales	Product 1 Conversion	Product 1 Total Sales	Downsell 1 # Of Sales	Downsell 1 Conversion	Downsell 1 Total Sales	Product 2 # Of Sales	Product 2 Conversion
						\$50.00			\$30.00			\$80.00	
In Person Contact	20.00	\$4,138	\$200.00	\$3,928	1964.00%	18	90%	\$900	0	0%	\$0	8	40%
Discount Coupons 20%	2,000.00	\$7,928	\$200.00	\$7,728	3864.00%	48	1%	\$1,720	16	1%	\$384	17	1%
Facebook Ads	300.00	\$2,706	\$700.00	\$2,006	286.57%	18	1%	\$900	4	1%	\$96	11	4%
YouTube Ads	300.00	\$8,019	\$450.00	\$7,569	1682.00%	25	1%	\$1,250	13	4%	\$190	18	6%
YouTube Videos	3,000.00	\$2,520	\$250.00	\$2,270	908.00%	2	1%	\$750	2	0.1%	\$60	5	0.2%
Meetings	20.00	\$1,830	\$100.00	\$1,730	1730.00%	16	80%	\$800	0	0%	\$0		0%
Email Campaigns	5,000.00	\$11,269	\$70.00	\$11,199	1398.57%	65	1%	\$3,250	13	6.3%	\$190	18	0.4%
Total	10,640.00	\$38,400	\$1,970.00	\$36,430	1849.24%	200	2%	\$9,570	48	0.5%	\$1,320	77	0.7%

Image 33. This Is A Black And White Screenshot Showing Data Point 2 In The Sales Funnel Datasheet From The A1 Marketing Plan. You Can Download The Original Image From The Member Area.

Data point 2 shows that the offer for product 1 is converting at 1% when we send buyers from YouTube.

This offer was converting at 90% when offered to buyers in person.

This tells me that this offer is perfect in person but not online. I need to do something to improve its conversion.

⇒ I need to test new offers or prices to see if the conversion

improves. Or I need to add value or test lower price.

- ⇒ Maybe I can offer a trial to see if the conversion improves.
- ⇒ Maybe I can find a competitor with a similar offer and spot the difference.
- ⇒ Or instead of taking buyers from YouTube to the sales page, collect their email, send a few emails and then pitch the offer to see if my sales improve.
- ⇒ Or I can bring buyers from YouTube to an even and then pitch the offer in person.
- ⇒ And I can even replace this offer with another on YouTube.

There is much more I can do. But once again, the next step to improve sales comes from my sales funnel data. I am not working in the blind.

Data 3:

Offer/Medium	Exposure/Clicks/In	Sales Per Media	Cost Of Campaign	Net Profit/Loss	Profit Percent	Product 1 # Of Sales	Product 1 Conversion	Product 1 Total Sales	Downsell 1 # Of Sales	Downsell 1 Conversion	Downsell 1 Total Sales	Product 2 # Of Sales	Product 2 Conversion
						\$50.00			\$30.00			\$40.00	
In Person Contact	20.00	\$4,128	\$200.00	\$3,928	1964.00%	18	90%	\$900	0	0%	\$0	8	40%
Discount Coupons 20%	2,000.00	\$7,928	\$200.00	\$7,728	3864.00%	48	2%	\$1,720	16	1%	\$384	17	1%
Facebook Ads	300.00	\$2,706	\$700.00	\$2,006	286.57%	18	6%	\$900	4	1%	\$96	11	4%
YouTube Ads	300.00	\$8,019	\$450.00	\$7,569	1682.00%	25	8%	\$1,250	13	4%	\$390	18	6%
YouTube Videos	3,000.00	\$2,520	\$250.00	\$2,270	908.00%	15	1%	\$750	2	0.1%	\$60	5	0.2%
Meetings	20.00	\$1,830	\$100.00	\$1,730	1730.00%	16	80%	\$800	0	0%	\$0		0%
Email Campaigns	5,000.00	\$11,269	\$70.00	\$11,199	1398.57%	65	1%	\$3,250	13	0.3%	\$390	18	0.4%
Total	10,640.00	\$38,400	\$1,970.00	\$36,430	1849.24%	200	2%	\$9,570	48	0.5%	\$1,320	77	0.7%

Image 34. This Is A Black And White Screenshot Showing Data Point 3 In The Sales Funnel Datasheet From The A1 Marketing Plan. You Can Download The Original Image From The Member Area.

Data 3 shows the number of people who have seen the in-person contact funnel. It shows that 20 people have viewed our offers in person.

This box is highlighted orange. An orange highlight shows the lowest value in the column.

This means the in-person contact funnel has received the least amount of traffic.

What we can deduce so far is that our in-person contact funnel has the highest conversion but the lowest traffic.

This means we will benefit the most by focusing our efforts to find more people for our in-person funnel over any other.

However, I wonder if the conversion is high because only a few people were exposed to this offer. The sample size is small to be reliable.

You usually get high sales conversion in person. This is why retail stores have an average conversion of 20% compared to 2% for eCommerce.

Buyers are highly motivated to purchase when they go to retail stores or live events. This is the other reason in-person sales have a higher conversion rate.

However, 90% seems too high.

I need additional data from a similar funnel to confirm my theory. Sometimes, you may have a similar sales funnel that you can compare the data with. Other times, you may have to look up data for a similar offer from the competition to draw conclusions.

If you look at the third row from the bottom in the left-most column, you will see meetups.

Offer/Medium	Expense/Clicks/In	Sales Per Media	Cost Of Campaign	Net Profit/Loss	Profit Percent	Product 1 # Of Sales	Product 1 Conversion	Product 1 Total Sales	Downsell 1 # Of Sales	Downsell 1 Conversion	Downsell 1 Total Sales	Product 2 # Of Sales	Product 2 Conversion
						\$50.00			\$30.00			\$80.00	
In Person Contact	20.00	\$4,128	\$200.00	\$1,928	1364.00%	18	90%	\$900	0	0%	\$0	8	40%
Discount Coupons 20%	2,000.00	\$7,928	\$200.00	\$7,728	3864.00%	48	2%	\$1,720	16	1%	\$184	17	1%
Facebook Ads	300.00	\$2,706	\$700.00	\$2,006	286.57%	18	0%	\$900	4	1%	\$96	11	4%
YouTube Ads	300.00	\$8,019	\$450.00	\$7,569	1682.00%	25	8%	\$1,250	13	4%	\$190	18	6%
YouTube Videos	3,000.00	\$2,520	\$250.00	\$2,270	908.00%	15	1%	\$750	2	0.1%	\$60	5	0.2%
Meetups	\$1,830	\$100.00	\$1,730	1730.00%	80%	800	0	0%	\$0				0%
Email Campaigns	5,000.00	\$11,269	\$70.00	\$11,199	15998.57%	65	1%	\$1,250	13	0.3%	\$190	18	0.4%
Total	10,640.00	\$38,400	\$1,970.00	\$36,430	1849.24%	200	2%	\$9,570	48	0.5%	\$1,320	77	0.7%

Image 35. This Is A Black And White Screenshot Showing Data Point From Meet Up Funnel In The Sales Funnel Datasheet From The A1 Marketing Plan. You Can Download The Original Image From The Member Area.

This is a funnel for meetup.com.

You will see that the conversion rate is 80% at a meetup event.

A meetup is also an in-person event. The conversion rate is very similar.

This tells me that the conversion is good in person. It is definitely worth more attention.

This also means that our offer and pricing are perfect for in-person sales.

Bullet 4, 5, And 6 Sales Medium Performance:

Offer/Medium	Expense/Clicks/In	Sales Per Media	Cost Of Campaign	Net Profit/Loss	Profit Percent	Product 1 # Of Sales	Product 1 Conversion	Product 1 Total Sales	Downsell 1 # Of Sales	Downsell 1 Conversion	Downsell 1 Total Sales	Product 2 # Of Sales	Product 2 Conversion
						\$50.00			\$30.00			\$80.00	
In Person Contact	20.00	\$4,128	\$200.00	\$3,928	1964.00%								
Discount Coupons 20%	2,000.00	\$7,928	\$200.00	\$7,728	3864.00%								
Facebook Ads	300.00	\$2,796	\$700.00	\$2,096	286.57%								
YouTube Ads	300.00	\$8,019	\$450.00	\$7,569	1682.00%								
YouTube Videos	3,000.00	\$2,520	\$250.00	\$2,270	908.00%								
Meetings	20.00	\$1,830	\$100.00	\$1,730	1730.00%								
Email Campaigns	5,000.00	\$11,268	\$70.00	\$11,198	1398.57%								
Total	10,640.00	\$38,400	\$1,970.00	\$36,430	1849.24%								

Image 36. This Is A Black And White Screenshot Showing Data Point 4,5, And 6 In The Sales Funnel Datasheet From The A1 Marketing Plan. You Can Download The Original Image From The Member Area.

Until now, we looked at the product data.

We have identified the offer that is doing well and the ones that need improving.

But what about the sales mediums. We should also identify which platforms are making us the most money.

We can use this information and spend more effort on high-performing platforms.

We can make improvements, test different offers, or eliminate platforms that are not working for us.

Offer/Medium	Expense/Clicks/In	Sales Per Media	Cost Of Campaign	Net Profit/Loss	Profit Percent	Product 1 # Of Sales	Product 1 Conversion	Product 1 Total Sales	Downsell 1 # Of Sales	Downsell 1 Conversion	Downsell 1 Total Sales	Product 2 # Of Sales	Product 2 Conversion
						\$50.00			\$30.00			\$80.00	
In Person Contact	20.00	\$4,128	\$200.00	\$3,928	1964.00%								
Discount Coupons 20%	2,000.00	\$7,928	\$200.00	\$7,728	3864.00%								
Facebook Ads	300.00	\$2,796	\$700.00	\$2,096	286.57%								
YouTube Ads	300.00	\$8,019	\$450.00	\$7,569	1682.00%								
YouTube Videos	3,000.00	\$2,520	\$250.00	\$2,270	908.00%								
Meetings	20.00	\$1,830	\$100.00	\$1,730	1730.00%								
Email Campaigns	5,000.00	\$11,268	\$70.00	\$11,198	1398.57%								
Total	10,640.00	\$38,400	\$1,970.00	\$36,430	1849.24%								

Image 36. This Is A Black And White Screenshot Showing Data Point 4,5, And 6 In The Sales Funnel Datasheet From The A1 Marketing Plan. You Can Download The Original Image From The Member Area.

The left column in our sales funnels shows business data for each platform.

It shows the total sales, cost, and profit for each platform.

The data is for the sale of all products on each platform.

This way, we can identify platform performance in addition to offer performance.

Offer/Medium	Exposure/Clicks/ %	Sales Per Media	Cost Of Campaign	Net Profit/Loss	Profit Percent	Product 1 # Of Sales	Product 1 Conversion	Product 1 Total Sales	Downsell 1 # Of Sales	Downsell 1 Conversion	Downsell 1 Total Sales	Product 2 # Of Sales	Product 2 Conversion
In Person Contact	20.00	\$4,128	\$200.00	\$3,928	1964.00%	18	90%	\$900	0	0%	\$0	8	40%
Discount Coupons 30%	2,000.00	\$7,928	\$200.00	\$7,728	3864.00%	43	2%	\$1,720	16	1%	\$384	17	1%
Facebook Ads	300.00	\$2,706	\$700.00	\$2,006	286.57%	18	6%	\$900	4	1%	\$96	11	4%
YouTube Ads	300.00	\$4,019	\$450.00	\$7,569	1682.00%	25	8%	\$1,250	13	4%	\$390	18	6%
YouTube Videos	3,000.00	\$2,520	\$250.00	\$2,270	908.00%	15	1%	\$750	2	0.1%	\$60	5	0.2%
Meetups	20.00	\$1,830	\$700.00	\$1,130	1730.00%	16	80%	\$800	0	0%	\$0		0%
Email Campaigns	5.00	\$70.00	\$70.00	\$11,199			1%	\$3,250	13	0.3%	\$390	18	0.4%
Total	10,640.00	\$38,400	\$1,970.00	\$36,430	1849.24%	200	2%	\$9,570	48	0.5%	\$1,330	77	0.7%

Image 37. This Is A Black And White Screenshot Showing Data Point 4,5, And 6 In The Sales Funnel Datasheet From The A1 Marketing Plan. You Can Download The Original Image From The Member Area.

In the above image, point number 4 reveals that we made the least profit with our meet-up funnel.

Bullet 5 points that we made the highest profit with our email funnel.

Bullet 6 shows that we spent the least on email campaigns.

This means that our email funnel is the most effective and profitable.

It is only natural that I will spend most of my energy on email campaigns since I spent the least and earned the most with email campaigns.

I would even want to study more data in this funnel.

I Want To See What Topics Or Prices Got Us The Highest Sales.

I Want To Use These Topics For Other Campaigns And Improve Poor-Performing Funnels.

Number 7:

Offer/Medium	Expense/Clicks/In	Sales Per Media	Cost Of Campaign	Net Profit/Loss	Profit Percent	Product 1 # Of Sales	Product 1 Conversion	Product 2 Total Sales	Downsell 1 # Of Sales	Downsell 1 Conversion	Downsell 1 Total Sales	Product 2 # Of Sales	Product 2 Conversion
In Person Contact	20.00	\$4,138	\$200.00	\$3,938	1964.00%	18	90%	\$900	0	0%	\$0	8	40%
Discount Coupons 20%	←	\$7,928	\$200.00	\$7,728	3864.00%	43	2%	\$900	16	1%	\$184	17	1%
Facebook Ads	300.00	\$2,706	\$700.00	\$2,006	286.57%	18	6%	\$900	4	1%	\$96	11	4%
YouTube Ads	300.00	\$8,019	\$450.00	\$7,569	1682.00%	25	8%	\$1,250	13	4%	\$190	18	6%
YouTube Videos	3,000.00	\$2,520	\$250.00	\$2,270	908.00%	15	1%	\$750	2	0.1%	\$60	5	0.2%
Meetups	20.00	\$1,830	\$100.00	\$1,730	1730.00%	16	80%	\$800	0	0%	\$0		0%
Email Campaigns	5,000.00	\$11,269	\$70.00	\$11,199	11998.57%	65	1%	\$3,250	13	0.3%	\$190	18	0.4%
Total	10,640.00	\$38,400	\$1,970.00	\$36,430	1849.24%	200	2%	\$9,570	48	0.5%	\$1,320	77	0.7%

Image 38. This Is A Black And White Screenshot Showing Data Point 7 In The Sales Funnel Datasheet From The A1 Marketing Plan. You Can Download The Original Image From The Member Area.

Point number 7 reveals that our down-sell had the best conversion when offered a 20% discount.

This tells me that I can increase the conversion for my down-sell by reducing the price by 20%.

I can run a test to see if lowering the price by 10% or 20% will increase my sales.

So you see how much data I got out of these few numbers. And how many actionable steps I discovered.

Based on these numbers, I will make the following decision to improve my sales and my business:

3. I need to pay the most attention to the email sales funnel. This is making me the most money.
4. I need to lower the price of product 1 down-sell in my email funnel, and hopefully, it will get me even more sales.
5. I need to run more in-person sales funnels. I can even hire someone to run this because it is converting well and is highly profitable.
6. I can create ads and bring people to a live event. There is a good chance of this working.
7. I need to test sales on zoom.
8. I need to replace the price for my down-sell with the price from my discount campaigns.
9. I need to test a lower price for my main offer for traffic from YouTube to see if it improves my conversions.

10. Study email topics and offers that converted the most and apply them to low-performing funnels. Maybe I can send YouTube traffic to a page with offers similar to my high converting emails.

11. It is hard to cover everything here. In general, the conversion for our product 2 is low. So I will definitely be working to improve my conversion on offer 2 or make sure that my team is pitching it enough. This way, I can increase my earnings and my earnings per customer. The more we can earn per customer, the more we can spend to get one customer.

My Plan Of Action To Improve Business Is Coming From Data

I will study the data again next month. I will verify my hypothesis and make additional improvements.

I note all the improvements I make in my template. This way, I will remember what I did and if it worked.

If you run out of ideas for improvements, study the competition sales funnel for ideas.

This is when you start studying competition sales funnels and even sales funnels from other industries to create new funnels.

My goal from studying this data is to identify:

- Funnels that are doing well

- Funnels are doing well

- Pricing that is working
- Pricing that is not working
- Find weak parts of a low-performing funnel. Replace them with high-performing parts of another funnel.
- Identifying pricing and messaging to improve sales.
- Discovering opportunities for future products and campaigns.
- Looking for ways to increase profits and conversions.

Applying Data From One Funnel To Another For Improvement

One of the things we can do is replace data for low-converting funnels with the ones that are converting well.

Offer/Medium	Exposure/Clicks/In	Sales Per Media	Cost Of Campaign	Net Profit/Loss	Profit Percent	Product 1 # Of Sales	Product 1 Conversion	Product 1 Total Sales	Downsell 1 # Of Sales	Downsell 1 Conversion	Downsell 1 Total Sales	Product 2 # Of Sales	Product 2 Conversion
						\$50.00			\$30.00			\$40.00	
In Person Contact	20.00	\$4,128	\$200.00	\$3,928	1964.00%	18	90%	\$900	0	0%	\$0	8	40%
Discount Coupons 30%	2,000.00	\$7,928	\$200.00	\$7,728	3864.00%	43	2%	\$1,720	16	1%	\$384	17	1%
Facebook Ads	300.00	\$2,706	\$700.00	\$2,006	236.57%	8	6%	\$900	4	1%	\$96	11	4%
YouTube Ads	300.00	\$8,019	\$450.00	\$7,569	1682.00%	9	8%	\$1,250	13	4%	\$390	18	6%
YouTube Videos	3,000.00	\$2,520	\$250.00	\$2,270	908.00%	10	1%	\$750	2	0.1%	\$60	5	0.2%
Meetups	20.00	\$1,830	\$100.00	\$1,730	1730.00%	16	80%	\$800	0	0%	\$0		0%
Email Campaigns	5,000.00	\$11,269	\$70.00	\$11,199	13998.57%	65	1%	\$1,250	13	0.3%	\$390	18	0.4%
Total	10,640.00	\$38,400	\$1,970.00	\$36,430	1849.24%	200	2%	\$5,570	48	0.5%	\$1,120	77	0.7%

Image 39. This Is A Black And White Screenshot Showing Data Point 8,9, And 10 In The Sales Funnel Datasheet From The A1 Marketing Plan. You Can Download The Original Image From The Member Area.

In the above example, point number 8 shows that our Facebook funnel is converting at 6%. YouTube Ads funnel is converting at 8%. YouTube funnel is converting at 1%.

In this case, I can see what we are doing differently for YouTube ads and Facebook ads. Then apply the difference to the YouTube funnel to improve its performance.

Maybe we targeted a different audience, offered a different price, or a different value proposition in our high-converting funnel.

I can apply the data from these funnels to the YouTube funnel.

I can also test YouTube ads data and offer on the Facebook funnel to improve its performance.

You can do this for every step of the funnel.

You can compare the performance of upsells and down-sells.

Test data from high-converting funnels to improve the performance of your low-converting sales funnels.

Other Data:

One of the things you also need to gather from this data is opportunities or problems.

This is usually hard to get. Anytime a customer buys from you or leaves without a purchase, ask them why they bought or did not. You will start to find objections to improving your product and sales process.

If you see a recurring problem, find a solution for it. If you hear over and over what motivated someone to buy, use that as a selling point.

Train your sales staff to gather this data as well.

Hope by now you are seeing how you build and grow your business strategically using data. You almost turn into a detective. You will have a clear path to take with this approach. You will never be confused or waste hours on areas of business that are less important. You will never be lost.

Instead, you will have a clear course to take. You will take actions that will have the maximum impact on your growth.

Start Using Sales Data To Build Business

Make a list of all the products or product categories. Create sales funnels for them.

Evaluate their performance. Use the data to make improvements.

You can create promotions that sell the most. People like it. So bring more people.

Look at products that are not selling enough. Think about how you can increase their sales. Maybe instead of showing a menu, take the dessert cart to the table if your dessert sales are low. Go to another popular restaurant and see what they do at the end to sell desserts.

In short, keep improving funnel performance.

- ⇒ Keep increasing profit and revenue for each funnel.
- ⇒ Keep adding more funnels.
- ⇒ Build a vast network of sales funnels to sell as much as you can.
- ⇒ Your funnels should run effortlessly. They should not come as pushy or try to oversell.

Once you have a bunch of successful sales funnels, you will be golden.

You need to start gathering data from your sales funnels and interpreting them. Then make business decisions based on the data.

Hire someone on Fiverr or Upwork. Ask them to set up tracking to generate this data for you.

Or use the template that comes with the A1 Marketing Plan. You will need someone to enter the data into your sheet. When you are new, you probably only have a few entries. As you grow, you will need to hire someone to make entries for you.

I have someone in India who updates data for me every day. It costs me \$150 a month. You can also hire someone cheap in India or the Philippines to do this for you.

If you take this approach to build a data-driven business, there is no doubt that you will become successful.

Don't get overwhelmed by this data. If this seems too much, I have a simple funnel for you.

Act Now:

Study sales data and discover bottlenecks.

Identify strategies to improve sales funnel performance.

Task 2: Increase Sales Funnel Profits

I want to increase profits in this step.

I am less concerned with sales volume. Instead, I am focusing on total revenue and profits.

I have a list of tactics to increase profits for my and clients' businesses. I apply these tactics to sales funnels and increase profitability.

I also research the competition to see if there is a tactic they are using that we can use to increase our earnings and profit. Sometimes you can find a new tactic that works for your industry. So it is always a good idea to study your competitors.

Every product on this planet has a limited shelf life. You have to make the most money before it expires. Your fitness clients will rarely take private lessons for life. After a while, they will think they can do it themselves, and you will lose them. You have to earn as much as you can while they are motivated to invest in themselves by making more purchases. We will explore this topic in-depth in section 5 when we discuss growth plans for your business.

The second reason I start here is that if you have more money in your pocket, you can use it to employ people, hire staff, pay for consultants like me, and invest in creating systems for your business.

Case Study From My Dating Business - Profit Tactics That Generates Big Money And Huge Profits

In the dating business, my intro product is \$97. It converts at a little less than 2% on cold traffic and at a whopping 8% on hot leads.

This means if I run ads, 2 out of the 100 people who see the ad will buy. And when I email my list, 8 out of every 100 will make a purchase.

This means if I was running ads, I could spend \$80 on ads per customer and still make a profit.

It gets better. As soon as customers buy the original offer, they are presented with 7 additional offers, totaling \$750. On average, the customer buys products worth \$450.

This means, if I want, I can spend \$400 on ads to acquire just one customer and still be in profit.

I can spend \$400 to acquire a customer for my \$97 offer. I can start with a loss of \$303 and still end with a \$50 profit.

Some of my campaigns had a \$1,556 average spend per customer and \$ 19,939-lifetime spending.

Lifetime value ⓘ	Spend per customer ⓘ
\$19,939.80	\$1,556.00
Jan 2018	Aug 2018

Image 24. This Is A Black And White Screenshot Of Analytics Showing The Lifetime Value And Customer Spend. You Can Download The Original Image From The Member Area.

Think about what I can achieve with these kinds of numbers. I can tempt any website to send me business. I can run ads on every platform.

I can be on TV every day if I want. I can give multiple free gifts to increase the value of my offer.

I do not spend anywhere near this on ads. I am pointing that when you increase earnings per customer, you gain the flexibility to acquire customers.

Further, I can offer a \$200 commission to other websites and businesses to send customers for my \$97 offer. What website will not want to promote my offer if they can make \$200 for every \$100 a customer spends on my website.

This gives me a massive advantage. I can dominate the market with my ability to pay.

When building a sales campaign, focus on total earnings and total spending.

Many business owners shut off campaigns that bring customers because the funnels are running at a loss. Instead of shutting these channels, make them profitable by increasing the earnings per customer.

For in-person training, clients pay me \$3,555. Over 90% upgrade by paying another \$4,500. This means every single coaching client is worth \$8,000.

Many proceed to buy my \$15, 25, 50, 100, and \$200,000 training.

If I sell just one \$200,000 training a year, I do not have to work for the rest of the year. If I sell 1 \$100,000 or 4 \$50,000. I can close the shop and sleep if I want.

So this is the first thing I do for all my clients. **I Create a high revenue and high-profit funnel. This way, they have a lot of money coming in.**

7 Tactics To Increase Earnings Per Customer

There are many tactics to maximize earnings per customer. These are my favorite 7 that I use over and over:

1. Multiple Upsells: An upsell is the additional product you sell to your customer right after the first purchase.

A good upsell improves the buying experience, upgrades the order, or delivers better and faster results. In one way or another, it enhances the original purchase.

A 1 on 1 training offer for faster results will convert well for someone who purchased fitness training.

A nutrition guide specific to their fitness goal will be a good upsell as well. However, an offer to buy a juicer to make smoothies is a bad upsell.

The customer is not here to buy homeware. They are here to get fitness training. Anything related to their fitness training is a well-paired upsell and will convert well.

Whether you sell online, in person, or over the phone, you should have at least 2 upsell offers available. Customers have different preferences and different budgets. Having multiple offers increases the chances of getting additional sales.

If you sold a lamp, offer an additional lamp, RGB bulb, and a dimmer switch as an upgrade package.

Create another upgrade package with everything but no additional lamp. Try various combinations like buy one get one, or buy one get 50% off on the second purchase, or 20% off for the next 60 days. Test different upsells until you find the one that customers respond positively to.

Be careful that your customers should not think that their original purchase is incomplete without the addons, or you may lose the sale for the primary product.

I convey that the upgrade can enhance their original purchase, but the upgrade is not necessary.

A home theater will make watching movies better, but it has no bearing on how good the TV is.

2. Selling Multiple Similar And Related

Products: The second tactic is to sell multiple products to a customer over time.

Let us say some purchased a product from you today.

You offered upsells. It does not matter whether customers took the upsells or not.

A week later, you offered them a different product. A month later, you offered another product, and so on.

The idea is to maximize our earning per customer by offering different products to them. These could be your products or products from other people that you trust.

The Way To Maximize Your Earnings Per Customer Is By Anticipating Customer Needs And Making A Sales Plan To Meet Their Needs

Most businesses do not plan products to help customers and increase earnings in the process.

A yoga coach only focuses on filling their yoga workshop. They fail to recognize that their clients will probably need a yoga mat and clothing. So they never offer it.

As a result, the client buys their yoga mat and clothes from a different store. Had the yoga coach anticipated the client's needs, they could have offered these products. This would have increased their earnings and profits per customer.

Make A Product Or Service Available For Each Need

This will take your customers on a spending spree. You will sell more products to each customer and increase your earnings per customer.

Let us go back to the yoga example.

Let us say you got a student in your yoga class. They paid \$500 for the year. This student will need a yoga mat and yoga clothes. You can have it for sale for \$200.

This increased your revenue per customer by \$200. Right now, we are talking sales and not profit.

The student may need a few private sessions to reach their specific goal. Let us say they will buy 3 one on one sessions. You can sell the one-on-one sessions for an additional \$100 each.

Your revenue went up by an additional \$300.

You can then invite them to a yoga retreat for \$1,000. (These are random numbers and offer an explanation. Do not take them as an industry-standard or sales process.)

If we can sell all the products to the customer, the maximum customer value will be $500+200+300+1000=\$2000$.

You raised your customer spend by \$1,500 by adding offers your customer needs.

Let's say you earned a \$20 profit for each product to keep the math simple.

You earned a profit of \$80 by selling 4 products instead of \$20 if you only sold your yoga class. You increased your profit by 400% by offering additional products.

Do Not Burn Your Relationship With The Customers By Selling Continuously

You want your customers to trust you, like you, and benefit from you, else they will stop dealing with you.

You want to offer them a lot of value between sales offers. You want them to feel good to have a relationship with you.

If someone purchased a product from you, send them a guide to maintain it. Or a guide on how to enjoy all the features of the product. Give them something they find helpful.

Maybe give them a call to enquire if all is well and if they have any questions.

Giving your customers more after they buy makes them trust you and buy more from you in the future.

Offer Top Quality Products Only

For every dollar the customer spends on your offer, they should get at least 10 times back. They should feel they got a better deal because they would have gladly paid more.

If you can make customers feel this way, they will continue to buy from you.

Remember that the value of your product is both the product and the aftercare you offer.

Finally, always promote similar offers or at least offers that interest your audience.

You got this book to grow your business. If I send you an offer for my dating products, you will not buy them, and you may even stop reading my emails for trying to sell you irrelevant products.

3. Joint Venture/Affiliate Products: One way to increase your earnings per customer is to promote offers from other companies.

If you know other companies in the same business as you, whose offers you like, you can promote them to your customers.

There is nothing wrong with helping your customers discover high-quality offers. Just be sure that the products you promote are high-quality and helpful to your customers.

Customers for my dating business desired a product on texting and online dating.

I did not deal with texting and online dating.

I researched and found good training programs on these topics.

I promoted these products to my customers and earned a commission for each sale.

It is ok to sell as long as the product will benefit the customer.

There is a two-fold benefit of doing joint ventures.

One, you can increase earnings by promoting offers from other companies.

Second, you acquire new customers when the other company promotes your offers.

4. Recurring Billing/Subscription Model: This is a great model to increase your earnings per customer.

Recurring billing is where you pay at regular intervals for products or services. Netflix is an example of recurring billing. Amazon is a prime of recurring billing but yearly.

When possible, you should add a low-cost recurring billing to your line of products. I find that customers are ok with recurring billings under \$10. The trend can change down the road. The billing amount also depends on your product and industry. In general, If you can create subscription products for \$10, you will do good business.

The low-cost billing reduces resistance. It is a small amount that most do not care about. It helps you acquire a large number of customers quickly.

Even if you have just 100 members paying you \$10 a month. That is an extra \$1000 a month and an additional \$12,000 a year.

This is in addition to the sale of your other offers.

But do not be afraid to have a product with high recurring billing.

My friend Ann Claire charges \$2,300 monthly fees for her coaching program.

She has between 25-30 customers each month. That is big money.

Check your competition and see what they are charging for subscriptions. You can always base your price similar to theirs. However, I recommend keeping it on the lower side and acquiring more customers. You will make more money from the volume.

5. Supplies And Accessories: If you have a product that needs constant supplies or accessories, focus more on it.

Canon and HP sell printers for cheap. They do not even care about the sales of their printers. This is because they make more money selling ink cartridges than the printer. They only sell printers so they can then sell supplies and make money.

A car owner needs an oil change, maintenance, and a car wash.

Think of all the things related to your business that customers need regularly. Then present timely offers to your customers and get a lot of sales.

6. Upgrades: Create upgrade offers. If they bought a spring mattress offers them a chance to upgrade to the new memory foam mattress.

You can offer upgrades even for the accessories. Instead of an offer to upgrade the mattress, you can offer to upgrade pillows, bed sheets, or the mattress pad.

If they purchased the basic package, offer a discount on the premium package because they are existing customers.

Offer them an upgraded version of your app.

Educate why it will be better to get the upgrade.

If you are a coach or a trainer, educate your clients on how they can benefit from a one-on-one session or an extra class.

Create a combo package and offer it as an upgrade. You will often see this on Amazon. You try to buy a camera, and they will have an upgraded offer with various lenses, tripods, and other camera accessories.

Fiverr has a similar model where you can choose basic or premium gigs.

Do not count on customers to choose the upgrade. Inform and educate them on the benefits of upgrading their package. You will get many upgrades if you do it.

7. High-End Offer: This is the final and my favorite way to increase revenue per customer. If you can do this right, you will become successful in no time.

You will have more money than you desire, and you will be able to build a financially successful business in no time.

When I work with my clients, my main focus is creating a high-end offer for their business. I know if they have high-value products, their revenue will explode.

A substantial benefit of having a high-end offer is that you can make a lot of money with just one sale. Your profits are higher, and your expenses are the same.

Every business has a high-end offer that helps it break the bank.

Without a high-end offer, you will lose the opportunity to make big money for your business.

No matter what business you are in, you should create a high-end offer for that business.

In the last 12 years of my marketing experience, I have never seen a single industry or product where you could not create a high-end offer.

For your kind of business, the high-end offer may be \$500. But you have the option to sell thousands of offers as opposed to a few in my business.

High-end offers are easy to sell. When someone buys a product from you, it is easy to sell them a high-offer product.

If you are a fitness trainer or a yoga coach, add a retreat or a Bootcamp.

If you were charging \$99 a month for training sessions, add a retreat or Bootcamp for \$999 or \$1,500. You will double your yearly revenue right away.

Most people learning from you are excited and will love to take the offer. If the members on your list are financially well off, you can pitch anytime.

If you find they are not doing well financially, pitch the workshop a few months out. You can also give them the option to pay in installments.

From my experience, customers are most excited when they are new. I sell a lot of \$7,500-\$15,000 programs within two weeks of members joining my business.

The other great opportunity to sell high-end offers is when people speak with you in person. If you are a coach or consultant, it is easy. As you are helping them, you can pitch an upgrade to them.

If you run a store, pitch high-end offers right after the purchase. Sometimes having upsells is the way to sell more instead of high-end offers.

The bottom line is that one way or another, figure out a way to increase your earnings per client, and you will quickly have good money in your bank account.

Once you have lined up your products for sales, lead customers through the sales path.

You have already built your sales pathways. These were the pathways we discussed in the previous chapter to acquire customers.

Now you can double your efforts on every channel.

You can keep adding more paths to acquire customers.

Start running ads, When you have had a few hundred sales.

The point is that once you have your sales plan ready, the more customers you drive through, the more money you will make. The faster your business will grow and the bigger it will become. In no time, you will dominate your industry and become financially successful.

Act Now:

Add tactics to increase earnings and profits in existing sales funnels.

Task 3: Marketing And Sales Campaigns

There are numerous definitions of sales campaigns.

Every company and marketer has its own understanding and definition of a sales campaign.

To me, sales campaigns are plans to execute sales funnels. Sales campaigns are designed to achieve specific objectives. They could be designed to acquire new customers, promote a product, create goodwill, and much more.

Sales campaigns are designed to attract customers regularly.

An example could be holiday sales at shopping malls.

The stores have special sales for every occasion from Valentine's day to Christmas.

These sales are campaigns designed to motivate buyers to make a purchase.

A teenager or a young couple will feel more connected to Valentine's day and make the purchase then.

A mom will be more driven to have a family holiday like Thanksgiving or Christmas. She will be more driven to buy purchases during those holidays. Sales campaigns are Sales funnels designed to trigger buying desire in customers.

However, sales campaigns do not have to be designed for specific occasions. You can have a sales campaign that attracts customers regularly.

Sales campaigns create a strategy to get customers and not rely on luck.

Sales campaigns give you a structured sales process that you can evaluate and modify to grow your business.

Once you identify sales funnels that are working, turn them into sales campaigns. This way, you can map your sales targets and sales process for the entire year.

We have already identified sales offers that do well. We have identified customers who buy from us, ways to reach and sell to them.

We know what sells and how to sell it.

We now need to do two things:

- We need to automate the process.
- And we need to make sales plans.

We achieve this by creating sales campaigns.

Why Create Sales Campaigns

Look at the work from the past week or month. You probably devoted less than 20% of your time to acquire new customers. You probably did not even have ideas to get customers. Half the time, you were staring at a blank slate or not even thinking about it.

This is why you need to build a sales campaign.

You will not have to worry about getting customers once you have a sales campaign.

You will have ready-made campaigns to execute and get customers on demand.

Go through the customer avatar and figure out 3-4 ways to market and acquire new customers.

The medium you choose will depend on your industry and customer avatar. We already worked on this in the previous chapters.

Build campaigns and pick dates to run these campaigns.

Enter these dates in the calendar, so you will not forget or overlap campaigns. (There is a marketing calendar template in the member section. Save it on your computer or upload it to Google docs. Use this calendar for your sales campaign planning. There is also a video in the member area that teaches you how to use the marketing calendar efficiently.)

Execute campaigns on set dates and evaluate their performance.

The final step is to improvise and re-execute the campaign at a future date.

Now prepare 3-4 campaigns to sell additional products to the customers who just purchased from you.

Enter these campaigns in the calendar as well.

Like before, execute these campaigns, evaluate them, and improve them.

Now you have 3-4 sales campaigns to attract new customers.

You have an additional 3-4 campaigns to sell products to existing customers. Just this tactic is enough to take your sales and business to new heights.

Run these campaigns regularly or at least a few times a year because they produce results.

Enter the dates in the calendar. This way, you can see your sales plan and timely execute them.

You can then add seasonal and evergreen campaigns to get sales.

Seasonal campaigns run around seasonal holidays such as Christmas, Thanksgiving, Veterans Day, Spring or Summer Onset, etc.

Occasional campaigns run around specific occasions like birthdays or anniversaries.

You can create seasonal and occasional campaigns to target customers sitting on the fence.

A small discount might be all the motivation they need to buy from you.

You can also create seasonal and occasional campaigns to sell additional products to your customer list to get extra sales.

A video in the member area teaches creating seasonal and evergreen campaigns. You can access it here: a1marketingplan.com/a1

If you plan campaigns as I discussed, soon you will have a full calendar. You will no longer be relying on luck to find customers.

You will no longer be playing a hit or miss game to acquire customers.

You will have a concrete plan to systematically and repeatedly acquire customers.

You will probably be running a few campaigns a month When you start, but soon you will be running a few a day.

This is when your business will break barriers and soar to great heights.

This is the power of using strategic sales campaigns. Spend some time planning and building sales campaigns for your business, then just watch your business grow.

Sales Campaign Building Blocks

There are three building blocks to creating a campaign:

Time. Determine the date, time, and occasion for your sales campaign.

Are you designing an evergreen sales funnel that will run every day?
 Are you creating a sales funnel for Valentine’s Day, Easter, your birthday, or any other occasion?

When I plan my funnels:

I make a list of every major holiday in the countries I target. I create an offer for each occasion.

I open my marketing calendar and plan a campaign for each holiday.

Marketing Planner		LinkedIn	Medium	YouTube	Facebook	Instagram	Podcast	Email	Blog Post	Facebook Ads	Google Ads
1/1/2021 New Year	New Year Sale 20% Off			New Year Sale 20% Off	New Year Sale 20% Off	New Year Sale 20% Off	New Year Sale 20% Off	New Year Sale 20% Off	New Year Sale 20% Off	New Year Sale 20% Off	New Year Sale 20% Off
2-Jan	Reminder NY Sale	Reminder NY Sale	Reminder NY Sale	Reminder NY Sale	Reminder NY Sale	Reminder NY Sale	Reminder NY Sale	Reminder NY Sale	Reminder NY Sale		
3-Jan	Final Reminder	Final Reminder	Final Reminder	Final Reminder	Final Reminder	Final Reminder	Final Reminder	Final Reminder	Final Reminder		
4-Jan											
5-Jan											
6-Jan											
7-Jan											
8-Jan											
9-Jan											
10-Jan	Strengthen Relationship. Asking If Customers need Help?			Strengthen Relationship. Asking If Customers need Help?	Strengthen Relationship. Asking If Customers need Help?			Strengthen Relationship. Asking If Customers need Help?			
11-Jan											
12-Jan											
13-Jan											
14-Jan											
14-Jan											

Image 40. This Is A Black And White Screenshot Of The Marketing Planner Inside The A1 Marketing Plan. You Can Download The Original Image From The Member Area.

You can download this template in the member area.

I then look for shopping trends for my product or industry. Let us say I am in the carpet cleaning business. I will go to Google Trends and research my product.

I search in the territory I am interested in.

I search for trends for 5 years.

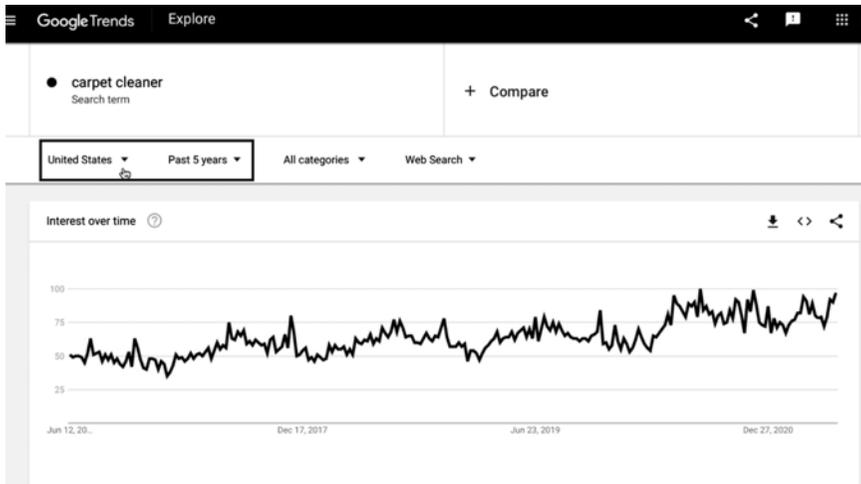


Image 41. This Is A Black And White Screenshot Of Google Trends Showing The Search For Carpet Cleaners over 5 Years In The United States. You Can Download The Original Image From The Member Area.

I look for spikes that happen around the same time each year.

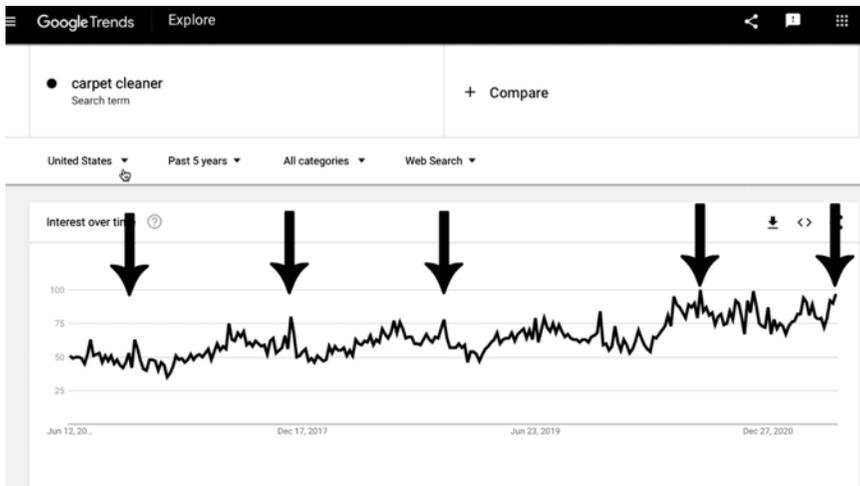


Image 42. This Is A Black And White Screenshot Of Google Trends Showing Spikes For The Search For Carpet Cleaners. You Can Download The Original Image From The Member Area.

For example, the search term carpet cleaner has a spike every year around April and December on Google Trends.

The spikes are not quite visible in this image.

When you go to the member area, I have a video on sales campaigns. You will see the spikes and time of the year in that video.

I will definitely create campaigns to get customers during this time. This is also a great time to run ads.

I then enter campaigns for these months in my calendar.

I then look for empty spots.

I see if I can run campaigns to fill the empty spots. I use personal reasons like my birthday, spouse's birthday, business anniversary, etc.

Most slots in my calendar are filled by campaigns for these categories.

I then plan campaigns for empty spots.

Remember not to sell every time and with each campaign.

I like to strengthen my connection and build value in between sales campaigns.

When all my sales campaigns are entered into the calendar, I fill the remaining spots with value campaigns.

I give free gifts, valuable lessons, customer service, and other valuables. This way, your customers value their connection with you.

I pause evergreen campaigns if they conflict with my seasonal campaigns.

Now you have a sales and relationship campaign for the entire year.

You are not playing blind.

You are prepared with a strategy that works.

You have already tested your offer and pricing. You know it works on the customers you are targeting. So you can confidently create campaigns and run them.

Medium: The next thing you need to determine is the medium for your campaign. This one does not require much work. You just have to choose various mediums to run campaigns.

Usually, campaigns work well on one media but not all.

Also, some campaigns are favorable during specific times.

You can plan a digital campaign for January 1. Your customers will read emails or phone calls. But very few will show up to a live event after celebrating New Year Eve.

As you plan campaigns, plan the medium as well.

Is this an email funnel, Facebook ads funnel, in-person funnel, or another funnel?

The medium will help you plan the deliverables like email, fliers, letters, ads, or anything else you need.

Offer And Reason: The final building block is to create offers and justifications for the campaign.

Let your customers know why you have a special offer.

People often get suspicious of discounts.

If you can justify discounts, their resistance disappears, and they buy.

You need to justify that your special offer is for a specific occasion.

Also, when you have a special offer limited to the occasion, customers act because they do not want to miss the deal.

Act Now:

Create marketing and sales campaigns for the year and list them in the marketing planner.

Campaign Checklist

When I build a sales campaign for clients, I go through a specific checklist.

I recommend that you use the same checklist to build great sales campaigns.

If you have done the exercises in this book, you already have the building blocks to build your sales campaigns.

All you have to do is assemble the pieces together and build your sales campaigns.

1: When I work with clients, I start by looking at their sales offers. I am searching for a great proposition to attract customers.

The sales offer should ideally have a large market and huge demand.

This way, we can sell big numbers to make big money.

Sometimes the offer can be in a niche with less volume but high-committed and high-paying customers.

In that case, double-check that customers will pay a high price, else you will not make money.

This is similar to finding the profitable idea or segment for your business at the beginning of this book. In most cases, your Big Idea will be your primary product.

The goal here is to use a product or an angle that is unique and attractive so we can stand apart and get quick customers.

We do not want to be the next offer competing for the market. We want to have a unique and fresh pitch to pull in customers.

You can spend a little money to test your offer if you like. A quick way to test your pitch is to run ads and see how people respond.

There is a good chance you do not have the data to target the right audience when you are beginning. Therefore, a good strategy at this stage is to target your competitor's audience.

For example, if you are a life coach, run ads on YouTube and target the audience watching Tony Robbin's video. Similarly, you can target a competitor's audience on Facebook or other platforms. You can put your offer in front of a perfect audience and gauge response.

Sometimes I research and study competitor offers to learn their tactics for attracting customers. I also look at clickbank.com to see the popular offers within the industry and their price point. The research helps me position my offer better and get an advantage over competitors.

The final step is to ensure that you have perfected your offer. Reconfirm that you have a unique positioning and perfect pricing for your pitch. Give it a talking point so customers will tell more people about it. Add incentives for customers to bring you more customers.

Now, you have a perfect offer to take to market and start acquiring customers.

2: The next item on the checklist is to search for ways to find and attract customers. I start with 2-3 strategies to acquire customers.

It is better to start with a few campaigns and perfect them. Campaigns will rarely work from day one. You have to continuously workshop them until they produce satisfactory results.

I avoid campaigns that require substantial investment in the beginning. I do not want to run ads or hire phone callers until our offers are already selling.

The initial goal is to find multiple customers who will purchase quickly. A customer avatar can help find places and tactics to target customers.

You can also study competition and see where they find customers.

I then go through my list of places to find customers. You can find this list in the chapter on where to find customers. Customer avatar and competition research help me identify 2 or 3 tactics from this list to build sales campaigns.

Finally, I prepare my sales offer to sell.

If you have done exercises from the book, you have everything you need to build and run a successful campaign.

If you have not done these exercises, now is the time to build your customer avatar. Identify your customers. Discover places to find and present your offer to potential customers. Prepare your sales offer that you will use to make a sale.

Document each step of your sales campaign. This will help you study and improve its performance. You can also outsource it or pass it to staff to run the campaign on your behalf.

3: Third on my checklist is to make a list of offers (secondary offers) I can promote to paid customers.

The more offers I can sell, the more money I can make.

I want to identify the offers, timing, and strategy to promote them.

Make a list of offers that improve customers' original purchases or get faster results.

You can promote these offers along with the original offer as an upsell.

Make a list of offers that do not directly relate to the original purchase but can improve a customer's purchase.

Identify pricing for these offers that customers cannot refuse. Study your market and check competitors' pricing for a guideline. Then set the pricing for your secondary offers.

You already have access to your customers. All you have to do is present your offer and sell.

4: The fourth item on the checklist is a systematic and linear plan to run offers like clockwork.

All you have to do is add campaigns to the marketing calendar.

This way, you know all the campaigns and dates you run them.

It brings a sense of organization to an otherwise chaotic sales process. You now have a plan and blueprint to execute, evaluate, and improvise.

You can download my template for the marketing calendar in the member area. Here is the link to access it: almarketingplan.com/a1

I recommend you plan campaigns for at least 3 months. This will give you practice and training to plan and schedule campaigns.

Maybe you want to offer a New Year discount on January 1.

January 30th, you want to have your first event.

You will then look for occasions to promote your product.

February 14th, you want to offer a "buy one get one free" promotion to celebrate love.

Finally, you build some evergreen sales campaigns. On your birthday, you could offer a special discount to your customers for their loyalty.

Mark all the dates in your calendar for various campaigns.

You can now see all the campaigns you will run to get customers.

You will see gaps in the calendar.

You can plan new campaigns for the gap. Or repeat one of the existing campaigns. This way, you do not miss out on sales.

Add more campaigns to your calendar as you get comfortable building and running campaigns.

This way, you will have a sales strategy. You won't be shooting in the dark. You have a plan to acquire customers.

5: The fifth and final step is to study every plan you execute and evaluate its performance. Identify the areas that cause friction.

Make improvements and execute the improved campaign. Test results and make even more improvements.

Study your market and competitors. See if you can model one of their tactics to increase conversions.

Things become fun once you learn to run your business using sales campaigns. Now, you focus on creating new campaigns and improving the existing ones.

You devote your time to getting sales and making money which is the crucial part of your business. This can become a lot of fun and even get addicting. The benefit is that when you take this strategic approach, no one can stop you from succeeding.

What I gave you here is a simple sales campaign strategy. There are more advanced and complicated strategies, but you do not need them at this point.

Right now, our goal is to kick off sales and build a financially stable business. Once you reach this goal, you can work on more advanced sales campaigns.

The best part about these types of campaigns is that they are easy to create, they do not cost much money, and you do not need a team of people or experts for it. You can do all of this by yourself.

Act Now:

Create checklists for the campaigns.

Week 8 – Develop Digital Tactics To Grow Business And Create Lightning-Fast Customer Funnel To Raise Emergency Cash

In this week, do this:

1. Build a website for your business and go digital.
2. Create a funnel for lightning-fast customers

Task 1: Go Digital

One medium business cannot avoid today is using websites and mobile apps to acquire customers.

Even if you do not sell online and all your sales are offline, you still need a website and mobile app. Having a website and mobile app can bring loads of customers and business.

We are only going to see online shopping grow. So do not ignore it. Instead, make it an integral part of your strategy to acquire customers.

This is a huge opportunity. The business landscape is shifting. Soon most of the business will be online. You absolutely do not want to be left behind.

There are many advantages of creating a digital presence.

- You can find customers easily for your business.

- You can increase sales.
- You can get new leads.
- You can discover new income opportunities.
- You can get business even when your shop is closed.
- You can get an advantage over the competition.
- You can test offers quickly.
- You can scale your business rapidly.
- And so much more.

Digital Tactics To Get Customers

I already gave you examples of using websites like Meetup.com to find new customers. You can use tools such as Zoom to get business. Even medical practice is starting to shift online. In the future, a sizeable portion of consulting will be done online.

I have family in India who do medical and legal counseling in the US.

Look for the tools and applications to use for your business.

Have a QR code outside your business that customers can use to access your website. You will acquire quite a few customers who happened to show up when the store was closed.

Build Online Partnerships

You can promote your business by listing your offer on affiliate websites like Clickbank.com and commissionjunction.com. There are a lot of marketers who are great at selling but hate creating products. You can give them a commission to promote your products.

You can reach out to websites with heavy traffic. Ask them to promote your product or write articles to promote your business for a commission or little money.

You can acquire numerous customers with the help of other businesses.

You can even turn your customers into your sales machine.

When you log into the member section of my website, you see a link to promote my products and make money.

A lot of people want to make extra money on the side. They are happy to promote you and make money if they like your product.

I even have a tutorial that teaches customers how to promote my products and make a full-time living.

This helps me recruit many partners who promote my business and make money.

Get Discovered

One way to increase business is by getting discovered online. I do not mean just search engines. Get listed on websites where people search for your business.

Let's say someone types in Google: "fitness classes near me" or "soccer club Miami". You want your website to show up in the results. Your website should present the A1 offer for the search results.

It is simple to get listed and even dominate the listing.

More and more people are searching online for activities, service providers, product reviews, restaurants, and much more.

Many businesses are listed on Yelp, Thumbtack, Google Maps, and similar platforms. However, very few can benefit from this website.

Do a search on Yelp Google Maps for something. You will see several businesses listed.

You will also notice that only a few businesses have good reviews.

If you look for a store, service provider, restaurant, or any other business, you choose the one with the most reviews. Your customer does the same.

They will give you business if you have the most reviews.

This is all you have to do. Get listed and build reviews.

The competition is small right now. It is easy to outcompete businesses because most have a few reviews.

I have helped many clients get on top. Some of my clients 10Xed their business by getting listed on Yelp.

You can get reviews overnight by emailing your customer list if you have one. Send an email with a 10% discount code for people who

will write you a review on Google and 20% for those who write on Yelp and Google Maps.

A customer had to hire additional employees because of the sudden growth in her business when we got her business well-reviewed.

If you are a restaurant, get listed on Google Maps and have good reviews. A lot of locals and even tourists will find you from Google Maps.

If you are a lawyer or a doctor, get reviewed on popular review websites. Be sure to have a lot of reviews. Start an advice forum to get new clients.

I spent a lot of time on the online forum when I was looking for help with immigration and ended up hiring the lawyer who ran it.

If you have a forum, Facebook group, or discussion rooms, you will start to see repeat problems and questions. You can create content and sales offers using the most popular topics.

A side benefit is that all the questions and comments from people will get on Google search. More people will find you from there.

Offer Online Specials

Add a discount offer to order online and pick it in the store.

Offer free home delivery when they order online. It makes your offer better than the business next door. It is also convenient for the customer to get the product without leaving home. This is why the customer chooses you over your competition.

I have clients who doubled their business by offering 30-minute delivery during business hours.

One business delivered the merchandise in various sizes to try and pick the right fit.

Domino's Pizza increased its market share by being the first one to accept online orders for a pizza.

Add a free trial pass or a discount code for first-time customers. Many people may give your business a chance because it is risk-free.

Add reviews or screenshots of reviews for your business.

Loads of people are searching online for products, services, and businesses. You can get a lot of business by being online and standing apart.

Build A Website To Collect Leads And Sell

Build a simple website. It does not have to be fancy. Put your sales offer there. Take your business funnel and convert it into a website.

If nothing else, start collecting the email addresses of visitors. You can then promote your products via email.

You should collect emails from customers who visit your store and market them later. If you go to H&M, Zara, or any other major brand, they offer you a discount in exchange for your email.

You can market to customers repeatedly if you have their email.

You get their information once and sell multiple products over time without spending additional money to reach them.

Collect Phone Numbers

Phone and SMS marketing is going to become huge. I am using it and getting great conversions.

Phone numbers are still personal. People only share their numbers when they are serious.

If you collect phone numbers, do not market excessively.

I collect phone numbers and send high-value content. I want customers to be excited when they get a text from me. I send them valuable information or resources to keep them feeling like this.

I never send more than 1 marketing text a month.

I rank on top for specific keywords (words customers type in Google when searching for something) in Google. I won't share them here because I do not want to give away my business strategy.

Customers find this page, read how they can get help from me, then submit their phone number.

I get about 18-20 phone numbers every day. I pass to phone closers to close businesses where I charge upwards of \$3000.

By now, you should have some ideas on how you can start getting customers for your business.

Sell Additional Products

Even if you are a local business, you can sell products to people who live far away. This will generate additional revenue for you.

You can add do-it-yourself books and courses if you are a hardware store. A lot of people want to learn and do it themselves.

Target first-time homeowners. They may not have wanted to learn how to fix a home, but now that they own a property, they want to do it themselves.

Sell recipes, ingredients, and even take online orders if you are a restaurant.

I have ordered Giordano's deep-dish pizza from Chicago to Miami many times. Giordano is getting my business even after I moved out of Chicago.

You do not even have to sell your own products. You can promote products from other people.

You can list products and books from Amazon. Get a percentage of the sale.

There is a significant opportunity to earn online. Create an additional income stream by getting online and using digital marketing.

Create A Digital Marketing Funnel

Just like, we created a funnel for a local business, create a funnel for digital marketing.

There are simple strategies to start getting business. The key is to make a strategy based on your customer avatar.

Once you have the avatar, think of the best funnel and offer to get customers.

Start with one funnel, then gradually build another 4-5 funnels to acquire customers.

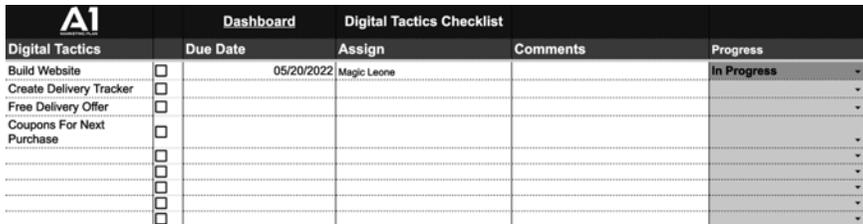
Automate Business

Digital sales funnels can automate a huge part of your business. You can create multiple sales funnel that does everything for you.

You can collect leads, send them emails through automation, collect orders, and even ship without lifting a finger.

Act Now:

Go to Digital Tactics Checklist in the A1 Marketing Plan. Make A list of digital tactics for your business and implement them.



A1	Dashboard		Digital Tactics Checklist		
Digital Tactics	Due Date	Assign	Comments	Progress	
Build Website	<input type="checkbox"/>	05/20/2022	Magic Leone	In Progress	
Create Delivery Tracker	<input type="checkbox"/>				
Free Delivery Offer	<input type="checkbox"/>				
Coupons For Next Purchase	<input type="checkbox"/>				
	<input type="checkbox"/>				
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	<input type="checkbox"/>				
	<input type="checkbox"/>				
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	<input type="checkbox"/>				

Image 43. This Is A Black And White Screenshot Of Digital Tactics Checklist. You Can Download The Original Image From The Member Area.

Build a website for your business if you do not have one.
Create a digital funnel to collect leads and get sales.

Task 2: Lightning Fast Customer

I advise all my clients is to identify a few tactics and customers to generate quick cash. This list and tactic are like a fire hydrant. You should have it handy in case you need it.

The truth is whether you are a new or an existing business, you need to raise emergency cash from time to time.

I cannot tell you the number of times I have used this tactic to save my butt. I will also shamelessly admit that I have used this tactic almost every time to pay for my international travels.

Every time I travel to India, I schedule a workshop in Europe. This gives me a break, and I earn \$4-5,000 to cover at least part of my trip.

I was married to a European woman. We used to travel to Europe often to visit her family. I scheduled coaching sessions in Europe each time I traveled. These paid-for my trips.

If you are a digital marketer, I am sure you have had your funds blocked. This happens to most marketers who do large volumes.

From time to time, your merchant processor blocks your funds. However, you still need money to pay bills, salary, and even affiliate commissions.

In these situations, you can quickly launch an alternate campaign using a different merchant account to raise money and cover your expenses.

Having this list and tactics ready can help you generate quick cash when you need it.

Art Gallery Case Study

A client of mine was running an art gallery that was almost out of business. She reached out to find a way to save her business.

We wrote a letter and mailed it to businesses around her.

The letter described that her store was going out of business. She invited the business owners to visit her store for a drink and share ideas to save her business.

Many business owners came, gave her advice, and bought something before leaving the store. She made more money in one night than she had in the previous 6 months.

She now organizes multiple events for different groups to get additional business.

Social Anxiety Coach Case Study

A client of mine runs a social anxiety group. She had no experience selling when I met her. She wanted to go mainstream. She needed money to build a website, buy apps to run her business, and hire an agency for ads.

Some marketing agency had offered her a package for \$10,000 to help her go mainstream. She had no idea how to get this money.

When she talked to me, I discouraged her from spending this money.

I suggested she start making money and then decide if she needs an agency. I promised to find a way to raise \$10,000. She can then choose to continue with my strategy or hire an agency.

I helped her create an offer and present it to her social anxiety group.

We created a personal training course for \$1,500.

She sold over \$20,000 in just one week.

I told her that she already has a business set up that can raise quick money whenever she wants.

There was no reason to hire someone until she had more sales and was ready to scale.

Customers Who Buy From You The Quickest Are Usually Around You

We look for customers who are removed and harder to acquire.

If you have existing customers, they are the ones who will buy quickly from you.

If you have a list of customers or a group of members, they will be the first ones to buy from you.

You can sell to friends, family, and neighbors when you want to raise immediate cash.

I am not talking about shoving a product down your family's throat. But if you have a product they consume, there is no reason not to sell to them. They will buy the product from someone, why not you.

If your family buys food or services from your business, you can sell them a discount offer or a bulk purchase discount.

This is different than making your family buy a product to support you even if it is of no use to them.

In addition, I know this is not marketing advice, but feel free to ask your friends and family to invest in your business.

If you think the business idea can work or you need immediate cash, there is no shame in having friends and family invest and benefit from the success of your business.

I know many multi-million dollar companies initially funded by friends and family. Without naming the companies, I know a few acquired by Facebook and Google for huge money. These companies got startup capital from friends and families.

In business, you will often need seed and bridge money. It is good to have a network of friends and family you can reach out to for investment in exchange for a share in profits.

Tactics To Generate Quick Cash

I have a list of tactics that I keep handy.

I pick a tactic and use it to generate business anytime I need cash.

You can download this sheet from the member's area and keep it handy.

Here are a few tactics that I use when I need to generate quick cash for my clients and me:

Call Clients:

If you are a coach, call a few clients to get business. If you are shy, send them an email or a text message. Be sure to send this message or make this call yourself.

It is more personal when you approach them.

A call from your sales team will seem like a sales offer. We want this approach to feel personal.

We want clients to feel we handpicked them for this special offer.

If you must have your salesperson call them, tell them to make it personal. They should let the client know that you picked them to make them feel valued.

You can even be honest with your clients by saying, I need to raise cash. This is why I am offering a special deal.

Tell them you chose them because they are a perfect fit for your offer.

You would prefer to work with them over others.

Clients love your honesty and appreciate that you chose them. They feel special.

Sometimes they make a payment for future purchases instead of buying your offer. Regardless, you get sales.

Make An Offer To High-Turnover Businesses

Pick the ones who give you a lot of business or sell a lot of your products. Look at the sales figures. Create a special offer for the high turnover items from their store. Most of them will take advantage of the offer.

If you provide service to businesses, shortlist a few business managers with whom you have a good relationship.

Reach out to them and let them know you have a special deal because you want to raise cash.

Same as before, let them know you chose them for the offer because of your relationship.

The combination of your relationship and the need for money makes them want to take you up on your offer!

Schedule A Meetup Or A Live Event!

It is faster to create a Meetup group or invite people from Craigslist to your presentation and pitch them your product. Do a product demonstration, show a few tactics, share a business or marketing plan with the attendees. You will get multiple sales right away. You can even sell a coaching package at these events.

Meetups and Craigslist are great if you have high-priced products.

A client of mine sells \$4,500 coaching using meetup.com. He creates a teaching session and offers sign-ups right there. You can use this strategy to sell all kinds of products including, physical products, membership, consulting, coaching, digital courses, freelance gigs, and much more.

You can create your own meetups.

A client invited business owners to a free session to increase their business. He gave the presentation and sold his marketing services. It took 5 days from meeting to organizing the event and acquiring customers.

Organize A Paid Event

Organize a paid mastermind or an event for your customers. Share advanced business tactics with them over a glass of champagne.

You can even organize an online paid event.

You can create an online seminar, a zoom class, or a webinar and charge for it.

Send a message to your customers and ask what they would like to learn.

Then create an event for the topic.

I always take customer feedback for such events. This way, I can create what they want and get high enrollment.

If you are a coach or a consultant, you can create a training or in-person event. You can give a presentation in person or online and charge people to attend it.

Some coaches have high-priced weekend coaching. The clients pay \$15-25k to spend time with a small group and learn.

Offer A Special To Your Email List:

If you have an email list, which everyone should have, no matter what business you are in, send an offer to members and raise money right away.

Offer them something that they would not get with regular orders.

I highly recommend that you create a high-priced offer for your list.

This can help you earn more money quickly.

One of the shocking discoveries I had in the past few years is that members who joined my email list in the last 7-10 days were buying \$7-10,000 packages.

This means you can even run a quick lead generation campaign and present them with a high-priced offer to make money.

You can create a YouTube video, drive traffic to a page to capture leads, then email them your high-priced offer. Or have a live YouTube Class and present an offer at the end of the class.

Offer Discount Coupons

I could have merged discount coupons with creating special offers, but I decided to list them separately.

This is because discount coupons are fantastic for getting quick sales.

I never realized it until someone told me about it.

People love buying discount coupons for future purchases.

Simply sell them a \$100 coupon for \$80 or whatever your margins allow.

For some reason, the idea of a discount coupon really clicks with customers. In my tests, I have found that discount coupons for future sales convert at a higher rate than the discount coupon to be

used today. A lot more people like to buy discount coupons for future purchases.

About 20% of them will never even make a purchase. This increases your profit even more.

We are not trying to cheat anyone. In fact, I do not even have an expiry date for my coupons. I never want to lose money by spending money on myself. But the fact remains that about 20% will never use the coupon.

Create A New Product And Organize A Presale

I used this tactic a lot when I was a new business. I would send a survey to members on my list and ask them what they would like to learn.

Based on their responses, I created a course the next day. Within 48 hours, I would have money in my bank account. You can do the same even if you sell physical products.

Sometimes it takes me longer to create the product they want. In this case, I organize a presale and get money right away.

Get Help From Affiliates And Influencers

Reach out to websites in your industry and even competitors.

Offer them a commission to sell your products.

Many businesses are looking for new products to sell. They might promote your offer to their customers.

You will get quick sales and new customers to sell additional offers. This is called affiliate marketing and joint venture.

Pay What You Want

This is another great tactic to get sales.

You can use this not just to raise quick cash but also to get business regularly.

I have used these tactics successfully for several new businesses. People feel respected when you leave it to them to pay what they want.

People pay about 20-25% of the list price, so I value my products accordingly.

Many pay more than 25%, and some pay more than the list price because they appreciate the gesture.

I make a list of customers who paid the most. In general, I look for the top 20%. This is the list where I can market more products in the future.

Have a Flash Sale:

Have flash sales for your online or offline business. I do flash sales 3-4 times a year. I bundle all products and offer them for a discount. Clients save money, and I get more dollars per sale.

If you do not club the products, you will get more sales volume but could end up with less total revenue.

If you club the products, you may get less volume but will end up with more total dollar sales. You have to test and see what works best for your customers.

Invite Them For Trials

Invite your customers to try a new product or service at a special price. Let them know that you have something great.

You are looking for a few loyal clients to test the product at a special price before you open it to the market for a full price.

Customers can sometimes get suspicious of special offers. I usually ask them to give me reviews in exchange. This way, they feel they are getting the special price for a reason.

If you are a freelancer on sites like Fiverr, send an email to your previous customers. Tell them you have flash sales for existing customers. You may get business from it.

Whether you are a coach, consultant, e-commerce, or any other business. Reach out to your existing customers with a flash sales offer.

Make sure the flash sales you offer to get new customers are different from what you offer existing customers.

Otherwise, the sales will clash.

Existing customers will not feel advantageous since you are offering savings to everyone.

Solicit Help

One of the tactics I use is to invite people to help me and get a heavy discount in exchange. I might ask them to read my sales page and give me their feedback. Or I may ask them to make a purchase and document their buying experience. I will tell them that I will give them 70-80% off if they help me with their feedback on the buying process.

Post Special Offer On Social Media And Forums

You can go to Facebook groups and post an offer. Or join groups in your industry and post a valuable tip.

Offer value when group members ask for help. You can now sell them your offer.

You can make the pitch or have a “ask me anything” session on Reddit. Both of these strategies will get you, fast customers.

You can use the same tactic in industry forums.

Go to Google and type your industry and add a forum.

If you are selling art, go to Google and type; “art forums”.

You will see a list of forums in the search results.

Pick a forum that is active and has sizable members.

Post your offer, give advice, or create an “ask me anything”.

You can reach out to the forum moderator and Facebook group owner. Offer them a commission to promote your offer.

You can start getting sales in the next few hours.

I identify lightning-fast customers for clients when I work with them to ensure that they will never run out of money.

If they need urgent cash or run short of money to pay their expenses while building a business, they can dip in this well and get money quickly.

4-Step Growth Plan

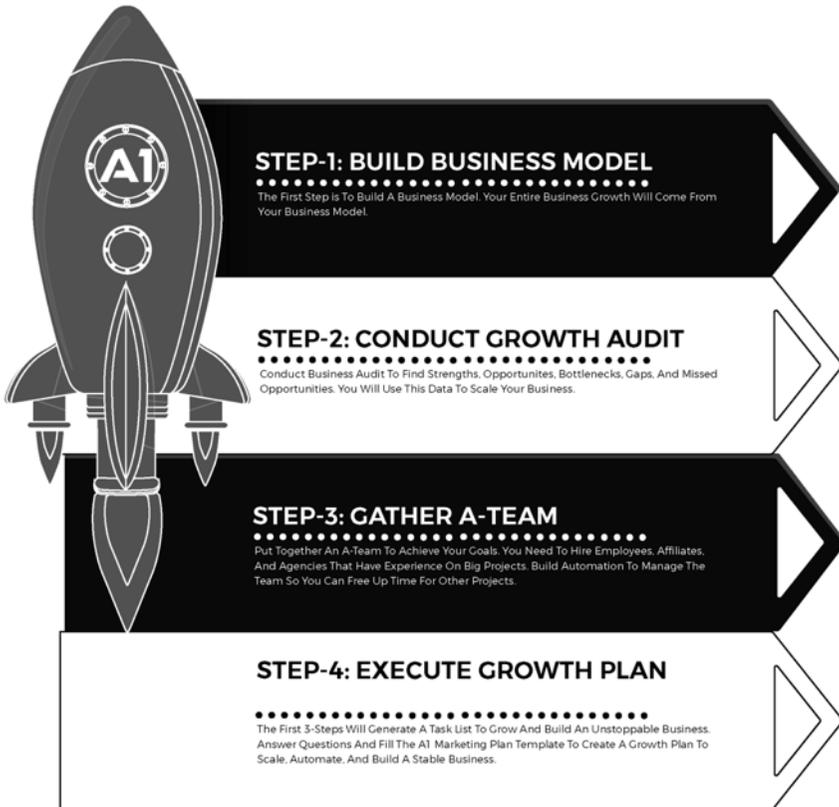


Image 45. This Is A Black And White Screenshot Of The 4-Step Growth Plan. You Can Download The Original Image From The Member Area.

Build An Unstoppable Business!

Once your business takes off, you will have a new set of challenges.

You will face the problems of a growing business.

You will need to hire and manage teams.

You will have to work with other businesses that promote you.

You will have to create more campaigns and sales processes to continue your growth.

Your workload will increase. You will need to hire people and create automation to distribute the workload.

You will need to create more offers to get repeat business from your customers.

You will develop gaps in your marketing process that will affect your business.

You will need to improve your sales processes and even replace some.

And this is what you will do in phase 3. You will create systems, automation, and improvements to build an everlasting business.

In this phase, we will:

1. Identify strategies and tactics to increase sales and profits.

2. We will plan tactics to grow business, including running ads, making partnerships, and joint ventures. We will create checklists and processes to implement growth tactics effortlessly.
3. We will plan business automation. As your business grows, so will the tasks. You want to enjoy life spending time with family and friends. You do not want to be working all the time to run your company. We will work on hiring people, agencies, and apps to automate your business.
4. This is the stage where you stabilize your business. Then you can multiply the locations for your business, scale marketing and gain many more customers, add new products to increase profitability, and do so much more.

By the end of this phase, you will finally have a working, dynamic, profitable dream business.

Yes, you can build a stable business that is automated and grow revenue, customer base, market share, profits, and presence. You can achieve all at the same time.

Yes, you can build an unstoppable and ever-growing business.

But it will take work.

⇒ You will need to change your mindset and beliefs.

⇒ You will need to form new habits and mindsets.

⇒ You will need to change the way you do business.

⇒ You will need a solid business model.

- ⇒ You will need new business strategies and tactics.
- ⇒ You will need an A-team and partners.
- ⇒ Above all, you will need a plan and execute it to build an unstoppable business.

This takes work. It can be frustrating.

Most do not want to make this effort. As a result, the business owners struggle and kill a good business.

The hardest part of my work is the onboarding call with my clients. This is where I suggest changing their way of doing business.

Someone needs to break the truth to them else they will fail.

Have you ever noticed that the person who starts a company is often replaced when the business takes off?

Statistics show that 65% of businesses fail in the growth phase.

This is because most business owners are still doing what got them their start.

You are here because you want to put in the effort and build an unstoppable business.

You have made the decision. Now, you are looking for a plan to take your business to the next level.

Making a decision and committing to it is the hardest part.

I will make it even easier for you by giving you a step-by-step plan to build a phenomenal business.

When a business reaches the growth stage, it needs to do three things:

1. Identify clear, substantial, and measurable business goals.
2. Investigate present business tactics.
3. Implement new tactics that are vital to achieving the business goal.

In this part of the book, I will share all the necessary steps to make your success permanent and constantly evolving.

I have worked with all sizes of businesses. I have worked with 7-Eleven, and I have worked with billion-dollar companies. I have worked on sales campaigns worth millions of dollars.

I have learned everything from experience in the field and not from books.

I will share practical knowledge, steps, and tactics that I have seen make or break businesses.

You will be able to benefit from this knowledge.

It will reduce your learning curve and save you costly mistakes.

You will establish a solid business that you will enjoy for a long time.

You need to plan and act differently to create an unstoppable business.

You need to create a new way of business that continues to evolve and bring business.

You need to shift your focus.

You need to maximize profits when hot. Then plan new products and markets to keep growing.

But this does not happen overnight. This is not something you do once in a while. You create a business environment, thought process, and policies that bring continuous evolution.

You have to deploy teams, apps, partnerships, and processes that contribute to everlasting growth.

This is why you identify your goal and apply resources to achieve goals continuously.

This means every new tactic you put in place, any person you hire, any app you develop, and any agency you hire should focus on stability, growth, and evolution.

Anything that does not bring you closer to your goal needs to be improved and replaced. Sometimes, this may even mean replacing you in the interest of your business.

This is what you do in this stage, create a stable, everlasting, and unstoppable business.

In this stage:

1. You will create a smooth-running operation for your business and stabilize it.
2. Multiply your sales and Earnings.
3. Automate and create an unstoppable business.

In this section, you will:

- ⇒ Use the growth plan to build a dynamic-everlasting business, multiply sales and profits, and automate business.
- ⇒ Conduct a marketing audit to identify obstacles, gaps, low-performing offers, high-performing funnels, traffic channels that are good for you, and other essential business information.
- ⇒ Use the data from this market audit to multiply your sales, cover gaps, and improve campaigns to make your business more stable but dynamic.
- ⇒ Develop Business Model. We will use it to identify the key activities and recourses to build a dynamic company.
- ⇒ You will create an organizational flow chart. This will help you build a unified and impactful team that produces results.

- ⇒ Discover profitable traffic sources. You will scale them to grow your business.
- ⇒ Discover underperforming traffic channels. Test new offers or replace them with new traffic channels.
- ⇒ Learn how to double, triple or quadruple your sales.
- ⇒ Use automation where possible to increase productivity and reduce manual input.
- ⇒ Create processes and systems to reduce workload, manage affiliates and partners. You will develop a hands-off team management system that creates unity, increases motivation, and produces results.
- ⇒ Create systems for continuous business and growth in the future.

Who Is This Stage For?

This stage is for anyone struggling to manage and grow a successful business.

You want to scale your business. You want to increase your revenue, sales, customers, market share, profits, and presence.

You have successfully completed phases 1 and 2 from this book.

You have consistent sales and revenue.

Your business is growing by the day, and you want to take it to its full potential.

You are overburdened with work.

Your campaigns are producing inconsistent results.

There are gaps in your marketing.

You do not have a team, systems, and automation to handle workloads.

You are pressed on time to maintain relationships with affiliates and partners.

You do not have a plan for continuous growth. Maybe you are already dealing with growing inventory, dropping sales, inconsistent campaigns, loss of profits and revenue, unresponsive customers, or other downward trends.

In short, you need to manage your company. You want to increase your revenue. You want to build a company that is dynamic and unstoppable.

If you are still struggling to get initial sales and revenue, this stage is not for you. You need to start with phase 1.

4 Reasons Why Do You Need A Growth Plan

One of the questions I get from clients is why they need a new and a different plan? Why cannot they continue doing business as usual?

Reason 1: Lack Of Vision For What Is Possible

Most new and first-time business owners lack vision which is the number 1 ingredient to build a great business.

You cannot achieve something you do not aim for. You cannot aim for something unless you believe it is possible to achieve it.

Most business owners cannot foresee the true potential of their business. As a result, they never think of ways to drive their business to its potential.

I can prove this to you right now.

Take out a piece of paper. Write down your revenue goal for the year. Then read further.

When I start working with clients, I make them do this exercise. I ask them to write down their revenue target for the next year on a piece of paper.

When they are done, I ask them to add a zero to their number.

If they write 100,000, I add a zero and suggest 1000,000 as the target number to aim for.

Most are shocked and cannot believe that it is possible to achieve this number.

I tell them that the number they wrote is their comfort number. This is the number believe possible to achieve.

However, the reality is different.

They chose this number because they believe it is attainable. This number matches their belief.

I explain that they have not seen what is possible.

So they chose a safe number.

However, they will never break barriers and go far if they operate under their limited vision.

The revenue goal of a McDonald's franchisee will be substantially higher than a local restaurant owner. The McDonald's franchisee witnesses a higher sales volume. So his expectations will be higher.

A McDonald's business manager will aim for a higher revenue target than the franchisee because the manager has witnessed stores doing incredibly high numbers.

Every professional has a different expectation based on what they have experienced.

Most small and first-time business owners have never seen businesses like theirs do ten times the volume. A high number does not match their experience, so they never aim for it.

To build a successful company, they need to drastically expand their goals, develop new mindsets, and growth tactics to match big companies.

They need to learn from business owners who have already done it. Or get help from coaches and consultants who can push them beyond their limiting beliefs and help to reach their full potential.

I was charging \$600 for a three-day weekend training when I started my dating business. I gradually increased prices to \$900 and then \$1200. I capped my prices at \$2,100. I did not believe it was possible to sell for more.

When my mentor asked me to charge \$15,000 for the training, I thought he had lost it. I was shocked when I sold my first workshop within days of listing it.

I then started pushing the boundaries until I was charging \$200,000.

The only reason I achieved these numbers was because of my mentor. He helped me transition to charging what was possible and not what I thought was possible.

Your mindset impacts all areas of your business. This includes team building, product creation, sales, marketing, partnerships, revenue goals, and the overall vision for the company.

And this is why it is imperative to change your approach to business. This is why it is compulsory to plan for what is possible instead of what you think is possible.

This is the only way to ascend to the next level and build an unstoppable and ever-growing company.

Reason 2: Your Business is Dying, And You Know It!

Your business and your products have a limited life. This is one of the harshest facts to comprehend.

You need to maximize your gains while your business is hot.

You also need a plan for when things begin to slow down or die.

Let us say you are selling a course on weight loss.

There are only a limited number of customers in the market looking for a weight loss solution.

Some of them will buy from you and others will not.

Some of your customers will leave after achieving their goals.

A few will not even consume your product despite paying for it.

Some will move on because their goals will be replaced by a new one.

Many will look for something new because they are bored of you.

With every passing day, the number of customers available to buy from you will reduce.

Your customers will get bored of eating the same menu or sitting in the same ambience. The appeal to dine at your restaurant will simmer. A new establishment will replace it.

You are hoping to grow, but your market share will drop.

This means you need to plan new products, markets, and customers to continue your growth.

You need to maximize your profit.

You need a plan to enter new markets. You need a plan to find trends and cash in on them.

You need to create a strong brand and connect with customers to get repeat business.

In short, you need a plan to find new opportunities continuously and not limited to your current product or customers.

You need a plan to evolve both your business and yourself.

Reason 3: The Chaos Of Success

As if this was not enough, you have another major challenge threatening your business.

I call it the chaos of success.

The chaos of success happens when you grow fast. Your business explodes. Your task lists, problems, customer service, and unexpected problems also swell.

You find yourself struggling to fulfill the orders, handle sales calls, provide customer service, manage partners, run offers, and grow business.

You are too busy putting out fires and managing your business instead of growing it.

You know deep inside that this speed is dangerous for your business.

You know that it is time to hire a team, outsource a few tasks, create systems, automate tasks, and create more tactics to grow your business.

However, you have no time to focus on any of these tasks. You have no time to identify the talent you need for your team. You probably hired a few agencies or freelancers. You spent a lot of money on them and got no results.

Or maybe you got acquired. You have new teammates with different ideas.

Most meetings are a scene from Fight Club. Everyone is disagreeing and resisting ideas. Instead of accelerating the growth, you have come to a screeching halt.

Your ad campaigns should have started to work, but they are not. Or you need time to research and improve your ad campaigns, but again you have no time.

In short, you have a business now, but you are caught in the middle of a storm which is what I call the chaos of success.

You need to take these challenges seriously, else they can have severe consequences. It can destroy all that you have achieved and kill your dream.

Reason 4: Lack Of Evolution

The Tactics That Help You Build Your Business Are Inefficient For Sustaining, Stabilizing, And Growing Your Business.

Often founders are replaced because they have no experience running companies. Many are stuck in old ways of doing their jobs. They are not evolving their role as the company grows.

Many people succeed because of passion, luck, timing, or a great idea.

These factors are significant to launch a business but not enough to sustain it.

Often the business goals of a founder need to be modified to achieve higher growth. In addition, business owners need to change their roles within the company.

They need to become managers. They need to stop being coaches, business owners, founders, or inventors.

However, many are too resistant to change.

Then there is the element of fatigue. The business owners or the founders get tired because they are the ones who did all the heavy lifting and made the business successful. They have no energy to do the work needed, but they still insist on leading and sink the company.

The business owners achieved success doing what they do now. They are too attached and even scared to let go of their business approach.

They need to learn and adapt to new ways of business. They need to set new targets. They need to create new systems.

Sometimes this means doing the work. Other times it means hiring someone to do the job. You have to keep the interest of the company over yours.

This is the only way to achieve long-term success.

No matter how big or small your business is, you need to identify and implement growth tactics to become unstoppable.

4-Step Growth Plan Creation

Now it is time to build an unstoppable company. I have a 4-step growth plan to help companies achieve their full potential and beyond.

I have seen all kinds of small and big businesses blow up, multiply revenue, and succeed using this 4-step growth plan.

This plan will get you everything you need. It will help you grow business, automate it, bring stability, and add longevity to it.

This plan is simple to create and unchallenging to implement compared to the 8-week launch plan.

On the surface, it will seem like a no-brainer. You may even be tempted to skip it because it appears plain. But this will be a huge mistake.

If you skip this step, you will expose your business to a huge risk and may even destroy all your hard work until now.

It is crucial to build your growth plan and implement it. You will see the importance of a growth plan as you go through this part.

You will discover how a growth plan can supercharge your success and make you unstoppable.

The plan seems simple because I have done the work to take the chaos out of it.

There is no more confusion.

Everything is organized. You can quickly build and implement a growth plan for your company.

I would never ask you to do something that is not necessary.

The growth plan will give you clarity and direction that is invaluable.

It will reveal the direction for your company.

It will show you the gaps in your marketing. It will point the strengths and weaknesses. It will show you your staffing needs. It will bring automation to your business. It will help you identify growth areas and opportunities to become an ever-growing and unstoppable brand.

There will be hardly any complications or heavy research like the 8-week launch plan.

However, the 4-step growth plan is tedious. There will be a lot of labor that will go into creating it.

This is because you will need to create a lot of documentation, checklists, and processes. This work will give your company a common direction. Any employee, partner, or agency will be able to see your vision and make valuable contributions.

The plan will eliminate all confusion and give clarity to your team.

They will know what needs to be done. Every action from the team will lead towards the common business goal. There will be no wasted hours and efforts.

It will help you find new opportunities to grow and scale your business effortlessly.

In short, you will need to do the labor one time and reap its benefit for a very long time in all areas of your business.

The 4-step growth plan is simple:

1. Create Business Model
2. Build Organization Chart
3. Conduct Growth Audit
4. Create And Implement Growth Plan

Let's dive into these 4 building blocks and build our growth plan.

Step-1: Business Model

A business model is the most invaluable asset of your business.

Only 1% of businesses take the time to create a business model. These are the businesses that break barriers and achieve success beyond dreams.

If you do not have a business model, create one now. Maybe you do not see the value in creating a business model, do it anyways.

If you want to be successful, do what businesses on top do: create a business model. If you have a business model, reevaluate and reinvent it to match your goals.

Your business model will drive the success and failure of your business. So take it seriously.

This one asset will help you make focused efforts and grow your business the right way. There are incredible benefits of having a business model. It helps you identify strategies, tactics, and team members needed to build your dream business.

You will soon see the benefit of having a business model.

What Is A Business Model?

There are many definitions of a business model. My understanding of a business model is how you make money in your business.

In other words, what is your plan to make money?

To make it even clear, what is the product you plan to sell for money.

A lot of businesses accidentally get into business. They get an idea to open a store, sell a product, or offer a service.

The business starts to get customers, and they become successful. But if you ask them how they make money, they cannot tell you.

A restaurant owner thinks they make money from a restaurant. This is not true.

They do not make money from a restaurant. They make money from food sales.

The business model is selling food and not opening restaurants.

Often business owners open additional locations to increase business instead of focusing on growing sales.

I can scale my business by selling more food, not opening a second restaurant.

Opening a second location does not guarantee an increase in food sales.

I don't even need a restaurant to sell food. I can sell food online, at events, and even on the street. If I want to grow my business, I need to find ways to sell more.

I can open a second location as a strategy to grow sales. But food sales and not the restaurant is the business model.

Importance Of A Business Model

I can write a book on the importance of having a business model.

Your business model is everything.

A business model narrows the scope of operation. It brings clarity to your business. Without this clarity, you can be all over the map, lose focus, and fail.

- ⇒ It helps you identify your core product. This helps create a marketing plan, build a team, create processes, and grow business.
- ⇒ It helps you identify the resources needed to achieve your objectives.
- ⇒ It helps you create a team and share a unified vision.
- ⇒ It helps you identify strengths and weaknesses in your business. This enables you to scale what is working and improve bottlenecks.
- ⇒ It helps you create marketing tactics and find growth opportunities.
- ⇒ It helps you identify the resources needed to sell your product.

- ⇒ It helps you identify growth areas and bottlenecks.
- ⇒ In short, your entire business is born from your business model.

Case Study: How I Struggled From The Lack Of A Business Model:

A friend asked me how I wanted to make money when I started my dating business.

There are two popular models in the dating industry. One is to sell products, and the other is coaching.

Your product determines the content you create, the marketing you do, and the partnerships you form.

In my case, I chose live training because I wanted to work with people. I did not understand that training to make money is my business model. This means I need to make all efforts to sell training.

Instead, I was marketing random and uncorrelated efforts.

One day I would promote product A.

The next day, I would promote product B.

I would then promote training, and so on.

My marketing was confusing and incongruent. Customers did not know if they should buy products or train with me. The products

were cheaper than the training, so most purchased products. I struggled to fill my workshops.

Further, since my business model was to sell training, I needed a plan to scale in-person training. However, my marketing tactics limited my ability to sell training programs.

I positioned myself as the expert. My marketing revolved around me. As a result, clients only wanted to learn from me.

No matter how hard I tried, they would not sign up with another coach. Some of my coaches were even better than me. Yet, I could not convince clients to sign up with them.

My efforts were chaotic and confusing because I did not identify my business model. I should have recognized how my business makes money and created tactics around it.

How My Competitor Built A Million Dollar Business Effortlessly With The Help Of A Business Model:

Another competitor of mine was selling live training as well. But he was clear on his business model.

His marketing centered on their model instead of a coach.

He had an intro product which was an E-Book. This book discussed their methodology.

The company had a phone sales team. The sales team called customers who purchased the book to sell workshops.

They scheduled workshops in multiple locations.

They recruited additional coaches and scheduled even more workshops to scale.

This company was generating \$7-8 million in sales per year. In comparison, I was earning \$24-30K.

Compare the simplicity of their business model to mine. No wonder they were successful.

The Business Model That Made Me The Highest Paid Coach:

I finally caught up with my mistake as I focused on marketing.

I recognized that I was in the business to sell training in exchange for money. This means my earning depended on the amount of time I had available for training. My income was tied to my availability.

I also recognized that it was too late to replace my business model. It would take a long time to change my business model or content. I did not have money or time.

So I had to improvise my business model.

I recognized that my business model was not to sell training but training with Magic.

My brand, content, and marketing had created training with me as the product.

I would have to redo my products, marketing content and recruit coaches to change my business model.

I recognized that the best option for me at that point was to create high-end training. This was the only way to make big money. I could not increase my availability due to time constraints. So the only option was to increase the price.

This changed my entire marketing. I was now targeting men who had thousands of dollars to spend. I started targeting CEOs, entrepreneurs, and men who held high-paying positions in corporations.

I was publishing success stories of wealthy men. I started creating content that discussed the dating problems of successful men. My target audience started connecting with my marketing. They had money and gladly wrote checks for big-money.

Many of them were impressed with my marketing skills and even hired me for business consulting. This is how my career as a business coach started.

I then partnered with dating companies that sold products but not coaching. They were happy to promote my training programs in exchange for a cut. So now, I got even more business.

So you see, all my success came from my business model.

Adobe Increased Revenue By 44% By Improvising Their Business Model:

Adobe's business model was to sell high-priced software to businesses. They discovered that many people were stealing the software because of the high price.

Adobe solved this problem by improvising its business model. Instead of selling their app for a high price, they introduced a low monthly subscription payment plan. Adobe increased its revenue by 44% in 2013 by changing its business model.

Adobe was able to make improvements because it had a well-defined business model. This allowed them to see the problem in their business model. They were able to identify the opportunity to grow their business by modifying their business model.

Business Model is Invaluable – Take Time To Create One

On the surface, it seems futile to create a business plan. But this is the most invaluable asset in your business. It is responsible for everything from sales to profit, including stability and growth. So take some time to create a business model for your business.

Revisit your business model at least once a year.

Evaluate its performance.

Make changes to improve performance, growth, and trends.

I can give you hundreds of examples, but you got the point.

You have a running business. It is not time for you to identify your business model. Use this business model to plan your business, marketing, and growth. Use it to identify your strengths and weaknesses. Improve your business model to grow your business, increase profits, build a team, and dominate your market.

There Are Multiple Business Models

If you do a quick search online, you will find hundreds of business models. These models vary based on companies, products, and markets.

For example, there is the razor blade model. This is the model from companies like Gillette.

Gillette sells razor blade handles for cheap. You then continue to buy razor blades which is where they make money.

Canon printers follow the same business model. They sell printers for cheap then make money by selling ink cartridges.

Software companies give you a free trial or limited features for the free version. You then have to pay to use premium features.

Companies like Adobe use a combination of subscription-based models and combo sales. They bundle multiple products and offer them for a recurring fee.

Similarly, there are many other business models. You can look at these models online if you like, but there is no need.

The Right Business Model For You:

Every business is unique. Therefore, every business needs a unique business model.

In my opinion, the goal of creating a business model is not just to identify how you make money but also to find a unique and advantageous strategy to make money.

Jet Blue And South West Outcompeted US Airlines With A Unique Business Model:

The business model for most US airlines is to collect passengers in a few hubs to fill the planes. For example, American Airlines will bring passengers in the mid-west to Chicago. Then put them on a plane and fly to their destination.

Small airlines like Jet Blue and South West saw the limitation in this business model and took advantage of it.

Instead of collecting passengers in one hub, they flew out of small airports. The passengers could not fly directly from their small city to their destination.

Jet Blue And South West used smaller planes. They had to pay fewer airport fees so they could offer cheap airfare.

All the big airlines had to do was modify the business model that they could not do.

So a big part of creating a business model is to find an advantageous model to make money.

Your Business Model Will Depend On Your End Goal

The strategy you choose will depend on your goal.

You can have a business model to sell more and increase profits.

However, you can also have a business model to make money by increasing your savings.

Netflix is an example of a business model that made money by increasing its savings. Netflix started delivering media online. This saved them a lot of money. They no longer needed to buy DVDs and rent warehouses to store them. As a result, they were able to increase their profits.

Apple music created a business model around Napster. People were tired of paying for an entire album when they only wanted one song. Apple music gave customers the option to buy a single track.

If your goal is to sell your company, you need a strategy to grow your market share. You are less concerned with making it profitable.

So your business model will depend on your end goal.

Start by identifying your end goal. In 99% of the cases, your end goal is to make money.

Do Not Confuse Your Product With Your End Goal

I often see business owners mix the two.

Even if you are a non-profit, your goal is to make money.

Your product is to contribute towards a cause.

If you are operating at a loss, you will need to shut down your charity. Your goal is to raise money and end up at par, if not profit while working towards the cause.

If you are a healer or a nutritionist, your goal is to make money for your healing or nutrition company. Healing or nutrition counseling is the product to sell and make money.

You will get frustrated and go out of business if you are not making money and profits.

You will not be able to hire good talent.

You will struggle to market and reach out to a larger audience who can benefit from your product.

So be sure to clearly identify your business goal. Then research a strategy that gives you an advantage and achieves your goal.

This will be your business model.

Apply it, evaluate its effectiveness, and make continuous improvements to improve performance.

How To Build A Business Model:

A1 Marketing Plan has a worksheet to create a business model. You can download it in the member section.

It will look like this:

A1		Dashboard Business Model Canvas					
Big Idea	Value Proposition	Customers	How To Reach Customers	Revenue Source	Customer Relationship/Dependency	Key Activities	Key Resources
			Seminars		Clear Messaging And Expectations + Complete Honesty	Customer Training And Consulting	Business Manager With Experience In Online Marketing Responsible To Oversee All Departments
			Live Events		No Promises Of Any Kinds - Can Never Promise Results	Accounting - Financial Reports	Web Security Expert
			Media Exposure		Prompt Responses	HR + Payroll	Accounts And Payroll
			Social Groups		Excellent Customer Service	Legal + Asset Protection + Copyright + Domain Protection	Customer Relations
			Email			Security: Customer Data + Website Hacking	Legal Representation

Image 46. This Is A Black And White Screenshot Of The Business Model Worksheet In The A1 Marketing Plan. You Can Download The Original Image From The Member Area.

The worksheet covers 8 building blocks for creating a business model. Enter your ideas for these 8 building blocks, and you will end up with a perfect business plan.

The most important thing is to find an advantage for each building block. As I mentioned before, we do not just want a business plan.

We want a superior business plan to achieve our end goal effortlessly.

Our entire business, sales, staffing, and marketing tactics will come from this business model. So if you can create a superior and advantageous business model, you will substantially increase your odds of success.

When I create a business model for clients, I usually ask these 3 questions for each step:

⇒ What are you offering to make a customer choose you over the competition?

⇒ How does it help you achieve your end goal?

⇒ Is there enough demand for your business model?

I need to find a perfect combination of the three to create a superior business model.

Then I need to share this model with my team, create assets, marketing, and processes around the business model, and go.

8 Blocks To Build A Business Model

Here are the 8 building blocks and how to go about them:

Building Block 1 - Big Passionate Idea:

The first building block of your business model is probably the most influential piece. This building block will drive you and your business to success.

This building block has very little to do with business, so you may not see its value at first. However, you must discover and recognize it if you want to succeed in the long run.

Your first building block is the driving force of your business. This building block is your WHY.

Why did you start the business you did? Why not something else.

You may think that money is the motivation, but that is inaccurate.

You could have started any business to make money. You could have taken up a job. Why did you choose your industry over others?

You may not have consciously thought about it until now. And that is ok.

However, you need to think about it now. I would not waste effort and your time if this was not important.

You are reading this book because you want to build a great business.

No great business is without a Big Idea.

I told you before in the book, I spend 70-80% of my energy identifying the big idea.

Once I know a big idea, everything falls in place.

Even here, I am spending the most time writing about the Big Idea.

If you only do one thing after reading this book, let it be finding a perfect Big Idea for your business.

Then watch your business excel.

The most important force of success behind every business is passion.

Steve Jobs did not create the iPhone to make money. He was passionate about creating great tech.

Pick any successful business on this planet, I will bet my career that it was founded and grown on someone's passion.

You have brought your business so far. If you have not already, discover your passion behind it.

Your passion will pump energy into your business to overcome any obstacle and make it unstoppable.

You will then feel great about your business.

You will attract the right team and partners.

You will unearth the strength and the will to take your business to unimaginable heights.

How To Kill A Business Fast

In the early days, I had a mentor.

He is probably the best marketer I have ever known in my life.

He was a multi-millionaire at the age of 21.

He had a good heart. He taught and helped me a lot.

He made one big mistake. He moved away from the real reason behind his success which was to help people.

The marketers around him kept telling him that clients and customers were unimportant. He should only focus on money.

He made the mistake of accepting this frame of mind.

He did not stop caring for clients. He started pretending he did not care.

A lot of people who supported him for his passion left. He changed his marketing messages and client dealings like he did not care.

His messaging went off track, and his business suffered.

Identify And Embrace Your Strength

Look, my entire book and teachings are focused on making money.

The internal documents for my company focus on sales and revenues.

My coaches focus on growing sales, revenue, and profits for clients.

So yes, we are all here to make money as business people.

However, we are making money while doing something we love.

We build and scale our business to achieve a personal mission while making money.

I'll share a fact. I never share this because it defeats the purpose. It risks me coming off as bragging.

I believe we are born to live well and contribute to the world.

I share my earnings for good causes.

I tell myself that I want to earn more to serve more.

I won't go into details, but my big motivation is to earn money and share it. I also enjoy my life with the money at the same time.

A big desire to earn money for me is to share it. And of course, enjoy life as well.

I never talk about this to anyone.

But the point is that even if not in public, I embrace my love to do good. It gives me the drive to keep doing more.

You may have your own drive for business and to make money. Never lose sight of it.

Embrace them.

If you are shy or face peer pressure, keep silent but remind yourself of your why every day. Being good and wanting good is a strength. No need to be shy about it.

Your business face ups and downs. Your tactics will work and fail. Your why will carry you through all phases of business.

It will help you create a business that will make you money, success, and fame. But the most important thing it will bring you is happiness and satisfaction.

The Big Idea Helped My Dating Business

The main reason for starting my dating business was because I felt that there are men who genuinely need help with their love life.

I had suffered a lot and knew many men who were struggling.

I did not agree with a lot of courses and training out there.

So I created my own programs to help men suffering like I once did.

Sure, I brag about marketing skills that made me the highest-paid dating coach.

But let us be honest.

Do you think people were writing me checks for \$50, 100, and 200,000 because I had great headlines?

No.

I worked my ass off with every client. I did my best and went out of my way to help them.

My passion for helping them made them want to continue to work with me and pay big money.

My passion for helping earned me money.

I started my marketing business for the same reason.

I was listening to a course from a famous guru.

I found his course unhelpful.

So I decided to create my own training to help people.

I had suffered financially in the past. There was little help available when I was struggling.

My struggle gave me the passion and empathy to help people with their businesses.

It gave me the motivation to create top-class products and training.

This book is really 2 books. I could have created 1 book to launch a business and the second book to grow a business.

I could have saved a lot of work and doubled my revenue.

But I choose to do extra work and put it all together.

I did not do this for you. I did it for me.

I want to overdeliver.

I want to ensure you get more than enough to build and grow your business. I want to offer a level of help that is unavailable anywhere else.

People hire me because they see in me a genuine desire to help. This makes me money.

Your Big Idea - Identify The Primary Drive For Your Business. Then Create Products And Offers From It

Start by asking why you are starting your business.

Maybe you want to make this world a better place.

Maybe you want to help people be healthy.

Maybe you want to serve society.

There is no right or wrong answer.

Be sure to find your true calling.

It is possible that you already know your big idea.

If yes, write it in the business model worksheet.

Or maybe you have a big idea, but it is not perfect. This will be the time to refine your big idea.

The starting point for your big business idea should really be your why.

Why are you starting this business? What do you want to achieve?

You do not have to worry if the big idea is a good marketing concept or not.

We will birth sellable products and services from the big idea.

A lot of people recommend that you should choose a narrow business idea.

I disagree.

Your Big Idea Should Focus Narrowly On One Part Of The Industry When Creating A Product Or An Offer

But when it comes to the business idea, you should choose a broad category. This will help you expand.

Let me give you an example. I can choose a marketing plan as my Big Idea.

In that case, I will be limited to creating products, training, coaching, and content around the marketing plan.

There is nothing wrong with it, but it limits me.

The Big Idea for me is to help businesses make money and succeed.

I use the term money because my focus is always on money.

Many businesses struggle because they feel guilty about making money. People around them tell them not to focus on money.

This thinking impacted me for a long time.

Money is crucial.

There is no shame in making money by providing someone what they need. Be sure to deliver high-quality products in exchange.

So the first part is the value that drives me.

The second part is to create products out of desire.

This opens a substantial market for me.

I can create marketing plans, sales training, checklists, advertising programs, management programs, inventory management, start-up growth, and so much more.

In short, I can enter any market that helps the business make money and succeed.

When I create training on Marketing plans, I will keep my focus narrow.

I do not want to overload you with management and team-building lessons because you are only interested in a marketing plan.

Identify the primary drive for your business. Then create products and offers from it.

Don't Be Intimated Of Your Big Idea

I often witness clients fear the size of their goals. They feel they lack resources to achieve their goal.

Some feel it may take too long.

They prefer a Big Idea that brings instant results.

Bad idea.

Your big idea should be what you really want.

You can then plan short-term goals that meet your immediate needs but lead you towards your Big Idea.

Building Block 2 – Identify Customers

The next building block is identifying customers. By now, you already have a database of customers. You may think that you know your customers well, but I highly recommend studying your customer profile one more time.

As you read this part, you will understand the necessity of doing so.

First, construct a customer avatar if you never created one.

There is a customer avatar worksheet in your member section. Download the worksheet and create your customer avatar.

This will help you with your marketing and business in general. I will cut this short since we have already talked about this earlier.

If you already have a customer avatar, compare your customer database and see if it matches. If not, make needed adjustments.

Why Create Or Recreate Customer Avatar?

I mentioned earlier in the book that I like to have a data-driven business.

Very few businesses do this.

If you can identify your customers and their core needs, you will be unstoppable.

You Will Produce Smashing Offers That Sell

You will acquire infinite customers for very little money.

You will gain a substantial advantage over the competition.

You will create brand loyalty and grow business effortlessly.

A client of mine helped female entrepreneurs who had kids.

We offered a \$200 check for college fund to each workshop participant as a bonus.

This bonus was a hit. Even a \$500 discount would have been less impactful.

Women appreciated and got motivated to sign up because of this bonus. It appealed to the core desire of securing the future of children.

Knowing your customers and their core desires enables you to create offers they cannot refuse.

You produce outstanding offers that benefit your customers. In turn, they reward you by giving their business to you.

Get Repeat Business By Creating Relevant Offers To Scale Business

Take the example of the daycare. A daycare can expand the size of its daycare.

The problem is that they cannot multiply the supply of children. Increasing their capacity will not help if the supply of children is limited.

The only way to scale the business is to provide additional services to parents and multiply the revenue. Depending on what is permissible in their region, the daycare could offer extra services like emergency or weekend babysitting.

If you know the needs of their customers, you can create products to meet those needs and scale business effortlessly.

Use Social Listening And Trend Hunting To Create Loyalty And Brand Appreciation

I encourage clients to use social listening tools like Hootsuite.

I ask them to notice what customers say about their brand, products, and the competition. There is a massive growth opportunity from listening to customers. You can find out what they like and dislike about you and the competition. You can discover what they desire. Then create products on offers based on this information.

Similarly, you should observe trends within your industry and in general. Discover your customer evolution and benefit by matching their evolution.

Hotels increased their profits by cashing in on the eco-friendly trend. They asked customers to avoid a change of towels and bedsheets daily in the interest of the environment. Their laundry decreased, and the profits increased.

Many brands paid influencers for product promotion when their customers started spending time on social media.

If you identify trends and the direction your customers are evolving, you can adjust your business practices and create trendy products to grow your business.

You will create loyalty and appreciation for your business in the process.

You Can Produce Offers For Your Customers Even In Other Markets And Expand Your Business

A friend runs a dating blog. He introduced herbal pills to men on his list and is doing \$100 million a year in business.

Reduce Ad Cost And The Cost Of Customer Acquisition

Let us say you have high competition for ads in your industry. Instead of paying a lot of money and competing, you could target your customers elsewhere.

It is common for dating blogs to run ads for anxiety and entertainment. They have identified these two as a common trait in their customer base. It is cheaper and easier to acquire customers for these terms and redirect them to dating offers.

You can advertise in places where your customers spend time. This eliminates competition and gets you the full attention of your customers.

Create Advantageous Partnerships To Get Customers And Increase Sales

We often partnered with tech and video game blogs and influencers to advertise dating offers. Many customers came from a tech background and were interested in gaming. Often you will be the only one advertising on these platforms and get a lot of business.

You Can Improve The Performance Of Your Offers By Adjusting Them To Your Customers

Let us say your customers are hard-pressed on cash.

You can offer payment plans or turn your offers into subscriptions.

This will make your offer affordable, and sales will increase.

Gather As Much Information As You Can On Your Customers

This will help you create messaging, offers, and future products relevant to your base.

Research their income level, family size, age range, profession, reading habits, what they like to watch, hobbies, goals, values, and desires in life even outside of your industry.

The more you know about them, the better you will serve them, and your business will grow.

When we start a business, we are interested in finding customers who will buy from us.

We now need to discover what else do our customers desire? What will bond them with us?

This will help you get repeat business and create a strong brand.

I even research the behavior of each group. If I can identify the customer behavior, my sales performance will skyrocket.

I also want to identify the buying patterns. How long do they need to buy it? Do I have to reach out to them a few times until they make a purchase? Do I need to retarget them with ads?

I will make changes to sales campaigns based on this data.

Data Before Profitable Ads

At the beginning of the book, I asked to wait for data before running ads.

It should begin to make more sense now. My ads and offers will do well if I create them based on customer data.

Now that you have customers, you can create offers and ads by extracting data.

Think, how many other businesses do even 1% of this? Now think about the advantage you will have when you use this approach.

So spend some time and gather as much data as you can. Then build future strategies based on your data.

Building Block 3 - Value Proposition

A value proposition is what you offer to customers in exchange for their investment.

Your customers can invest with time or money. A customer is investing their time when reading your blog or watching a video.

Why should they watch or read content from you over someone else?

Why should they shop at your store?

Why should they invest in your scheme?

Why should they dine in your restaurant?

Why should they watch your movie?

The Product You Offer In Exchange For Customer Investment Is A Value Proposition

A value proposition should be beneficial to both you and the customer. An uneven value proposition will result in failure.

Your value proposition is as important as the business idea. In fact, in some ways, this is even more important because your value proposition will drive business and make money.

Spend as much time as is needed to develop a perfect value proposition. Revisit your value proposition and modify it from time to time.

Your value proposition needs to be adjusted when your business grows, you enter new markets, your customer base changes, trends change in your industry, and as you evolve.

Importance Of Value Proposition

Value Proposition is your business. There is no better way to describe it.

It is crucial to know your value proposition.

Value proposition helps you create products and offers.

It helps you identify and gather resources to run a business.

It helps you build your dream team.

It creates brand loyalty.

It increases your business and market share.

It creates an identity for your business.

It creates an income stream.

It provides clarity for the team, partners, and agencies.

Right now, we are not talking about the sales value proposition. We are discussing the value proposition for the company. Think of it as the company ideology to do business.

Understanding Value Proposition

Most people assume that selling a product in exchange for money is the value proposition.

And they are correct to some extent. However, a product in exchange for investment is not a great value proposition.

A customer can pay and purchase a similar product from other businesses.

Similarly, being friendly to customers, offering something for free, improving their buying experience, and other similar tactics help, but they do not produce an attractive value proposition.

Your value proposition has to be something that your customers value and cannot live without.

What can you offer that your customers value and cannot live without?

The answer lies in the core desire of the people.

Think of it as a smartphone.

Once you get used to apps, there is no way of going back to a phone without apps.

Many businesses focus on features, benefits, pricing, and services. They assume that making one of these attractions will drive the customer. This is not the case.

Your value proposition should appeal to the core desire of your customer.

You are not selling a car.

You are selling status, safety, attention, or other core values.

A mother wants an SUV or a minivan. She wants a car that can fit her kids. She wants an apartment on wheels and not a car. She wants enough space so her kids can sleep in the car. She needs room to change clothing for her kids when needed, breastfeed them, and keep them safe.

The core value here is not the car or the engine but the care for her children.

If you design a car keeping her core desires in mind, you will produce a great product. You will be more successful at selling your minivan if you market what it can do for a mother instead of advertising its features.

The mother will get the ability to raise her kids on the go in exchange for her payment. This is the value proposition for your minivan.

When creating a value proposition, always think of core customer needs.

Since you are in the growth phase of business, you probably already have a value proposition that is working.

You may not know the value proposition which is driving your business. Take the time to identify it.

If you know your value proposition, examine it. Ensure it is still working. Make improvements and even replace them if needed.

How To Create A Value Proposition

- ⇒ Identify the core desire or problem of your prospect.
- ⇒ Identify how your product solves that problem.
- ⇒ Connect your value offer to the core desire or problem of your prospect.
- ⇒ See if there is a way to maximize the impact or offer a substantial benefit from your offer. In other words, find a way to become unique and irresistible.

The end result will be an irresistible value prospect.

Your Value Proposition Does Not Have To Be A Fancy Line. It Should Convey The Core Value You Offer

Apple iPhone focuses on offering a great and unique experience. As a result, they continuously add unique, engaging, and new features to their phone. Their value proposition keeps them ahead of the competition in an overly saturated and competitive market.

Your value proposition can also describe the tactics to meet the prospect's core desire or problem.

For my current business, my value proposition is SAM (Strategic, Actionable, Maximum Impact).

Any product, blog post, or training we create needs to be strategic. This way, people are not wasting time discovering tactics that are inapplicable to their current stage of business.

This is why we have a quiz to help business owners identify the next step for their business.

We then present resources based on the stage of business.

Our value proposition is to offer strategic tactics for immediate and maximum impact.

This is reflected in paid and free products.

You got extensive practical lessons, video tutorials, and even unannounced bonuses with this book.

There are no fillers. Everything is actionable and relevant. So you got a lot of value for your investment.

We strategically expose you to blogs, videos, email, and partners relevant to you. This makes you value the content provided by us.

My team is aware of the value proposition.

They create and serve customers per our value proposition.

You can see how targeted my business is because of my value proposition.

Any product or training we create needs to deliver SAM. Our value propositions help us create impactful and high-selling offers. This is the result all our offers do well.

Value Proposition Automatically Drives Sales And Creates Customer Loyalty.

This contrasts with several businesses that do well initially but fail in their subsequent offers.

There is no confusion about the mission statement. It helps us identify the right team and partners. Anyone who works for the company has to focus on results.

It binds the team in unity. Instead of infighting, they focus on producing results. I have consulted for big corporations without a clear value proposition.

The meetings in these companies are a scene from the movie fight club. There is a blood bath because of competing ideologies. Every team member wants to impose their idea on others. The time is spent fighting and negotiating business goals instead of developing tactics to achieve them.

Value proposition sets goals and direction for a business.

This eliminates chaos and puts a business on the fast track to success.

Building Block 4 - How To Reach Customers

Identify all places where you can find customers.

Do you need to run ads on Facebook?

Do you need to go to business fairs?

Do you need to run radio ads?

This is a much simpler step.

List every place you can find customers. If you have created your customer avatar, you already have this information.

List every platform where you can find customers. It does not matter if some of them did not bring results in the past. Maybe you have not used a few platforms. List them anyway.

At this point, we are more interested in finding all the places we can find customers. We can then choose which ones to use or skip.

In addition, think of places outside your industry where you can find customers. I will not repeat the information as I have already discussed it.

Get creative and list every place where you can find customers.

You can look at some suggestions in the book where we talk about ways to find customers without ads.

You can even study your competition and see where they look for customers.

This will help you with your marketing.

You will discover missed opportunities. You will identify platforms to scale your business. You will find new ways to multiply customer and sales.

Building Block 5 - Revenue Source

List all the products and services that earn you revenue.

This will help you and your team identify assets to sell.

You can find out offers that are doing great and which need improvement.

You will get ideas for products and offers to grow your business.

If you are at a stage where you want to add new products or open new markets, you can list them too.

But in general, you write all the offers you currently sell to make money.

Building Block 6 – Customer Relationship

This next building block is a massive opportunity that 99% of businesses fail to use. If you incorporate this tactic into your business, you will become invincible.

This tactic is to create a customer relationship funnel.

You have a product, and people are buying it. What next?

- ⇒ What are you doing to develop a partnership with your customers?
- ⇒ What are you doing to make customers rely on you in the long run?
- ⇒ What are you doing to reward them for investing time and money in you?

There is no better tactic to grow business than building a close relationship and partnership with your customers.

Customer partnerships will get you repeat business. In addition, your customers will promote your business and send new customers.

This is the most low-cost tactic to gain new customers and multiply sales.

I Create 5 Relationship Funnels When I Help Clients

First, Reward Customers With High-Value Gifts Regularly. Treat Them Like A Partner, Not A Customer

American Express throws a Christmas party every year for their cardmembers. These parties usually take place at a prestigious venue like the W hotel. They invite artists and high-profile guests to attend these events. Customers get free drinks and food.

Cardmembers feel happy and rewarded for carrying an American Express card.

Cardmembers bring a friend or family member to the party with them. They tell friends and family about the event.

More people find out about the rewards for carrying an American Express card.

The brand grows stronger and popular as a result of this event.

Most importantly, this is not an event or a product promotion. This increases the value of the event.

Do the same. Create a reward funnel.

Think value that you can pass to customers every few months without asking for anything in return.

You can send them a free gift, offer a free call, free service, and even a phone call. You can send greeting cards on holidays. You can invite them to an event. You can ask them to celebrate any occasion with you.

Do not offer discounts as a reward.

There should be no sales or monetary transactions.

The gift should not seem like a sales offer.

Whatever you offer should be valuable and feel personal.

Create automation to deliver rewards regularly.

Second: Build A Reliance Funnel

The goal of this funnel is to get repeat business.

How can you make customers rely on you? If you can create customer reliance, repeat sales and business growth are guaranteed.

Sometimes the reliance is a result of the product you sell.

Canon sells printers. Customers now rely on Canon for ink cartridges.

As long as they own the printer, they will rely on Cannon for the cartridges.

Reliance guarantees repeat business.

When I purchased my first used car, the dealership offered the first 6 services for free. The free service offer glued me to them. The service was free, but of course, there was always something that needed repairs. By offering free service, the dealership ensured repeat business for repairs.

Think of ways to create a reliance even if you offer for free.

Customers will continue to do business with you as long as they stay in touch with you and trust you.

Third: Provide An Earning Opportunity And Multiply Marketing Efforts

I try to create an income stream for customers with business offers when possible. This helps customers profit from your business as they help you scale.

When you purchase any product from us, including this book, you are automatically signed up as an affiliate. A unique link with your tracking code is generated and provided in the member dashboard.

You can use this link to promote our product and earn money.

We offer tutorials and resources to help you promote our offers and make money.

This is a brilliant tactic to multiply your marketing efforts. You will have a team of motivated affiliates promoting your business because it benefits them.

Some customers may not promote you but offer the link to their friends and family. They will pass the earned commission to the buyer to save them money. Regardless, you will acquire customers.

Fourth: Promotion Funnel

If you are a coach, consultant, or trainer, you can reward customers for participation and performance.

YouTube sends you an award each time you reach a milestone.

Clickfunnels started achievement clubs. They reward businesses when they achieve a certain amount in sales using their platform.

In both these cases, customers show off their reward, and the companies get free publicity.

People are drawn to these companies in hopes of winning the awards.

See if you can pass something meaningful to your customers to make them feel proud.

This is a great tactic to create brand loyalty and get massive exposure.

Finally, Plan Rewards For Fans

You will earn fans as your business grows.

These fans may reach out to you with messages to compliment you or share their stories with you.

Plan rewards for fans who reach out.

If you reward them for their love, they will stay loyal and even promote you.

Often friends or family of my clients reach out for special occasions.

I often get requests from family to make a birthday phone call for someone special.

Here is an example. A woman requested me to call her boyfriend on his birthday because he is a fan.



Image 47. This Is A Black And White Screenshot Of A Customer Email. You Can Download The Original Image From The Member Area.

Not only did I agree to call, but I also offered her a \$250 value gift.

It would have been enough to call the person on their birthday.

You win the hearts of customers by offering more than they asked. A little gesture goes a long way.

A friend who is a famous author sends signed copies of books to any fan who reaches out to him.

Plan these rewards in advance and pass them as soon as the customers reach out to you.

Building Block 7 – Key Activities

Key activities are the tasks to run your business. Think of it as a business checklist.

In other words, what actions or steps do you need to take to run your business?

The Task list helps us identify the resources we need to run our business.

This helps you categorize your tasks, departments, and resources.

You can then hire people or agencies to manage various tasks.

You can create processes and checklists for every task.

This will help you with your business operations.

In my business, we have to:

⇒ Manage the website

- ⇒ Create content for the website,
- ⇒ Build sales funnels,
- ⇒ Run ads,
- ⇒ Produce products,
- ⇒ Recruit affiliates to promote our products,
- ⇒ Manage social media,
- ⇒ Provide customer service,
- ⇒ Maintain accounts,
- ⇒ Pay vendors, and so on.

Every business has a task list to run their business.

Make a list of all the key activities you need to do for your business.

Building Block 8 – Key Resources

Once you have the list of key activities, create a list of resources needed for those activities.

Let us say you run ads on Facebook.

You will need a team member or an agency to manage your ads.

Maybe you need a web expert to add tracking to your website.

Maybe you need a place to get images or videos for your videos.

Every task will help you identify the resources you need to run your business.

We will discuss this a bit more in the next section.

When you have your business model, anyone will be able to look at it and figure out your company's operation.

This will increase your work efficiency.

Your team members or partners will know what you do.

They will produce results that match your brand values.

Your team will know what offers to promote, where to find your customers, and the propositions to sell.

This will reduce wasted hours and increase productivity. Your business will run smoothly and efficiently.

Everything will work smoothly.

Act Now:

Build your business model using the Business Model Canvas in the A1 Marketing Plan.

Step-2: Growth Audit

This is the second step to building our unstoppable business.

In this step, we will audit 9 areas of our business to discover:

- ⇒ Problem areas impacting our business and needs addressing.
- ⇒ Identify the areas that are working well.
- ⇒ Opportunities and tactics to scale our business.
- ⇒ Tactics that are not working well. We will either improve or replace them.
- ⇒ Gaps in our efforts so we can fix them.

In short, the audit will reveal the data to build a stable, everlasting, ever-growing, and unstoppable business.

We will use the results from the audit will generate a list of tasks to build an A-1 Business.

How To Conduct A Growth Audit

When I work with clients, I do a thorough growth audit by investigating 9 areas of their business:

1. Goal Audit
2. Customer Audit

3. Traffic Sources Audit
4. Sales Funnel Audit
5. Earnings And Profits Audit
6. Partnerships And Affiliate Audit
7. Customer Relationship And Reliance Audit
8. Data And Reporting Audit
9. Growth Audit

I have made the growth audit easy.

The A1 Marketing plan has a growth audit worksheet. You can download it in the member section.

The worksheet has a set of questions.

Answer these questions, and you will have the results for all 8 areas of your business. Your growth audit will be complete.

You will get actionable data to create and execute the growth plan.

It is that simple.

A1 MARKETING PLAN	Growth Audit	Dashboard
Questions	ANSWERS. Give as much information as you can including links to visit pages or data. Leave the field blank if you do not know the answer.	Tasks Make a list of tasks based on your answers for our growth plan.
Big Idea		
What Is The Big Idea For Your Company	Help people make money with their business rapidly. Help them build stable, everlasting, and unstoppable business. I want everyone to achieve their business and financial goals as fast as possible with our help. Give life-altering and highly impactful tactics+resources+support that will blow up their business.	
What Is Your Business Or Product Value Proposition	SAM: Strategic, Actionable, Maximum Impact. Always over deliver and give mindblowing solutions	
What Is Your Business Model?	Offer Tactics As Products, Training, And Consulting To Build Cash Rich, Stable, Simple, And Unstoppable Business.	
Goal Audit		
What Are Your Goals For The Next Year? What Do You Need To Achieve It?	Launch My Business. I have my website and offers ready. I need to start driving traffic	
What Is Your Revenue Goal? Did You Meet It? If Not, Why Not?	\$1 Million. I have not reached my goal because I have not started my business as of now.	
Traffic Audit		
List All The Traffic You Hope To Drive Traffic To		

Image 48. This Is A Black And White Screenshot Of The Growth Audit Worksheet In The A1 Marketing Plan. You Can Download The Original Image From The Member Area.

This is a screenshot of the form I use to onboard my coaching clients. I ask these questions to discover opportunities, obstacles, and gaps in their marketing.

As I go through the worksheet, I make notes in the right-hand column. These notes tell me what is working, what needs to be improved, what needs to be tested, replaced, or eliminated.

Here is an example:

A1 MARKETING PLAN	Growth Audit	Dashboard
Questions	ANSWERS. Give as much information as you can including links to visit pages or data. Leave the field blank if you do not know the answer.	Tasks Make a list of tasks based on your answers for our growth plan.
Sales Funnel 1. How Is It Performing? Share The Conversion Stats. Also, Share The Strengths, Roadblocks, And Limitations If Any. Share The Sales Funnel Or Sales Funnel Flow, Or Links To Study The Sales Funnel.	1st sales funnel is an in person sales funnel. We give free talk at meetups and offer products at the end of the talk. Main offer converting at 13%. 1st Upsell converting at 16%. Second Upsell converting at 6%.	<p>→ The upsell is converting at a higher rate than the main offer. We need to make adjustments to the main offer.</p> <p>→ Test another ad, offer promise, price, and product combination for the main offer.</p> <p>→ Try 1st upsell at the main offer or add benefits of 1st upsell to the main offer.</p>
Sales Funnel 2. How Is It Performing? Share The Conversion Stats. Also, Share The Strengths, Roadblocks, And Limitations If Any. Share The Sales Funnel Or Sales Funnel Flow, Or Links To Study The Sales Funnel.	2nd sales funnel is YouTube ads. We are running ads on competitor channels and videos. 1st product is converting at 9%. 1st downsell is converting at 11%. 2nd is converting at 4%. 2nd downsell is converting at 6%. 3rd product is converting at 1%. 3rd downsell is converting at 1%.	<p>→ The downsell here are converting higher than the upsells. It appears that the traffic coming from YouTube is willing to pay less.</p> <p>→ Test lower price.</p> <p>→ Run the same offer on Facebook and other platforms to see if the conversion rates are better.</p> <p>→ Test the offer to less targeted traffic. We are running offers to highly targeted traffic. It is possible that many of them have purchased other products so are willing to pay less.</p>

Image 49. This Is A Black And White Screenshot Of The Notes Column Of The Growth Audit Worksheet In The A1 Marketing Plan. You Can Download The Original Image From The Member Area.

I use this data to build a business plan. I want to double and even quadruple earnings by scaling what's working and improving obstacles.

I then show clients how to create a stable and predictable business using the discovery from this form.

Fill this form, and you will discover the most relevant data for your business.

The questionnaire also asks you to list the traffic and sales funnels that are profitable. It helps you discover the problem sources.

If You Use The A-1 Marketing Plan Worksheets To Record Data, You Can Find The Sales Data There.

If you are not using those templates, you will need to get this information from your analytics, shopping cart, or any tracking software you are using.

Just enter this data, and you will be ready to grow your business and make it stable.

I know the book is already too long. However, I want to share an in-depth lesson on what I am trying to gather from these 8 areas of business.

This way, when you answer the questions, you will understand what information we are trying to ascertain and why.

You will comprehend how to use the data from your growth audit to build an unstoppable business.

My team and I do the work when we work with clients. You will be doing the work in your case. This is why it is necessary to understand the thinking behind the audit.

With that, let us study the 8 business areas we need to audit and gather the data for our growth plan.

1. Goal Audit

The first thing I recommend is to identify your new business goal or goals.

You will then create a customized growth plan to achieve your objectives.

Initially, your goals were to get enough sales and money to survive. You are no longer worried about survival. You are making more money than needed.

Now, think about what you want next and where to take your business.

Do you want to increase your market share by acquiring a certain number of customers?

Do you have a revenue or profit number that you want to earn?

Do you want to introduce a new or a high-end product to your existing customers?

Or maybe you have another goal for your business.

Identify your vision so you can get a clear direction for the company.

Your business objectives will dictate the tasks we pick for our growth plan. Every project in your plan will be strategically designed to achieve this goal.

Your project and task lists will determine the talent for your dream team.

You will add generic tasks like creating systems and processes to run your business to your growth plan. But the majority of the jobs will be geared towards your business goal.

Generally, this step does not require any effort. You probably already know your business goal.

All you have to do is enter your goal in the audit worksheet.

If you are unsure, you need to think or discuss your goals with your team or mentors.

Your goals are crucial.

Everything will be built around these goals. All the resources, your team, and processes will be established to achieve this goal. If your goal is misplaced, everything else will be misplaced too.

You can always change or modify your goals.

In fact, you will continue to change and modify goals as you grow.

But you still need to be sure that the goal you enter in the worksheet is the one that matters right now. This way, your effort will produce meaningful results.

2. Customer Audit

The customer audit is an opportunity to study your customer avatar and look for opportunities to grow business.

This will help you identify new products to sell to existing customers and increase sales. You will discover new demographics and markets to expand your business.

The purpose of this audit is to study your customer. Then apply the data to grow your business.

- ⇒ Study if your customer avatar matches the customers you have acquired?
- ⇒ What else do your customers need that you can sell?
- ⇒ Is there a product outside your industry that you can sell to them?
- ⇒ How can you expand your market share?
- ⇒ Do you have a plan to educate a new customer base?
- ⇒ Can you create a version of the product that cannot afford you?
- ⇒ Can you arrange payment plans for your customers?
- ⇒ Can you create a product to attract the demographics you are missing?
- ⇒ What does your customer value most outside of your industry? How can you use that to your advantage? Can you find a way to merge this need with your product?
- ⇒ Who does your customer value in their life? Can you offer something of value to this person?

- ⇒ Where else can you find customers?
- ⇒ What can you do to make your customer connect with you?
- ⇒ How can you get repeat business from your customers?
- ⇒ How can you make your customers bring you more customers?
- ⇒ Where can you find new customers quickly?
- ⇒ What can you do to make prospects take a chance on you?
- ⇒ How long does it take to acquire a new customer from the first time they find you? Can you speed up the process?
- ⇒ How many contacts until you get a sale? Can you reduce the number of contacts?
- ⇒ Do you need to retarget them before getting sales?
- ⇒ How much money do they spend the first time? Can you increase customer spending?
- ⇒ Are you collecting customer phone numbers?
- ⇒ Do you send SMS for marketing?
- ⇒ Do you get the best conversions via email marketing, SMS marketing, phone sales, or in-person sales?

3. Traffic Sources Audit

The next step is to evaluate your traffic sources.

The traffic source audit will help you identify traffic sources, resources, talent, and strategies to develop stable and scalable sales channels. Devote the majority of your budget and resources to these traffic channels.

In addition, assign a small budget and resources to test new traffic sources. This way, you won't be restricted by your current traffic sources. Keep hunting for additional traffic sources that are profitable.

Do the following for your traffic audit before answering the questions in the growth audit worksheet:

- ⇒ Identify the quality of your traffic sources and their performance.
- ⇒ Identify traffic sources that generate the highest and the lowest revenue, profits, and customers. Sometimes the most profitable channels may not bring the most traffic and vice versa.
- ⇒ Research factors that make one traffic source produce better results than another. See if you can apply the high-performing triggers to underperforming funnels and improve conversions.

- ⇒ Identify high-performing traffic sources and scale them. Build additional traffic channels that are similar to increase sales.
- ⇒ Identify traffic sources that need improving.
- ⇒ Go through the list of 54 traffic channels and identify additional traffic sources to increase business.
- ⇒ Study competition traffic sources and hunt traffic channels they are using, but you are not.

In short, study traffic sources and generate actionable tasks to improve, stabilize, and scale business based on the data.

This will give a clear direction to your marketing efforts. You no longer have to guess.

Answer the questions in the growth audit worksheet based on this research.

Your answers will result in a task list for building traffic sources for your growth plan.

If you have been using the sales data template from the A1 Marketing Plan, the worksheets have already calculated this data for you.

Here is a screenshot:

Data By Medium/Special Offer					
Source/Offer	Exposure	Sales Number	Conversion Dollars	Conversion Percent	Earnings Per View
In person Contact	60	\$67	\$7,786	112%	\$116
Discount Coupon	3,000	\$306	\$19,258	10%	\$63
Facebook Ads	800	\$127	\$6,306	16%	\$50
YouTube Ads	700	\$267	\$18,028	38%	\$68
YouTube Videos	8,000	\$197	\$9,370	2%	\$48
Meetups	45	\$44	\$3,360	98%	\$76
Email Campaign Views	11,000	\$411	\$24,628	4%	\$60

Image 50. This Is A Black And White Screenshot Of The Traffic Audit Worksheet In The A1 Marketing Plan. You Can Download The Original Image From The Member Area.

4. Sales Funnel Audit

Just like traffic sources, I want to audit the performance of all the sales funnels.

- ⇒ Spot the high-performing and underperforming sales funnels.
- ⇒ Scale high-performing funnels and create additional funnels that are similar.
- ⇒ Identify the factors like product, pricing, steps, and value proposition, that make one funnel more successful than the other. Then apply those factors to underperforming sales funnels and improve their performance.

- ⇒ Research high-performing competitor sales funnel and build similar sales funnels for your business.
- ⇒ Identify the impact your audience and medium have on sales funnels. For example, customers may convert at a higher rate in person but less online. If we have the same offer online and offline, then I know that trust from meeting in person is helping in-person sales. In this case, I can either increase trust factors for my online offer or create funnels that drive traffic to the store for in-person sales. I could even test phone calls or web sessions to improve the conversions. I can also experiment with a different audience to increase conversions if the demographics for the web store or one store are different from another.

Again you want to study sales funnel performance. Then answer the questions in your growth worksheet based on this research to generate a task list for your growth plan.

5. Earnings And Profits Audit:

The purpose of this audit is to identify opportunities and missed opportunities to increase revenue and profits.

Step 5 in the chapter on "First 1000 Customers Without Ads" lists 7 tactics to increase revenue and profits.

Read the 7 tactics and see how you can apply them to your existing sales funnels to increase revenue and profits.

Additionally, research competition. Look for tactics that you can apply to your business and improve revenue plus profit.

This is also an opportune time to identify additional products, services, and high-value offers that you can create to increase earnings per customer.

Add results and ideas when answering the questions in the growth plan worksheet.

6. Partnerships And Affiliate Audit:

Partnerships and affiliates are significant. They are one of the best sources to grow online and offline businesses.

I can create a course on partnerships and affiliate tactics to build multi-million dollar businesses.

When I audit my customers, I want to see if they have a plan or process to benefit from partnerships and affiliates.

In this step, you need to:

- ⇒ Establish if you have an affiliate and partnership program?
- ⇒ Do you have a process to find and recruit affiliates and partners regularly?

- ⇒ Do you have tools, resources, and tutorials to help affiliates and partners?
- ⇒ Do you have a program to motivate affiliates and partners?
- ⇒ Do you have incentives and competitions that stimulate affiliates and partners?
- ⇒ Do you have a process to promote partner products?
- ⇒ Do you have a dedicated team member to engage partners and affiliates regularly to strengthen relationships?
- ⇒ Can you benefit from recruiting your customers or college students as affiliates? If yes, do you have a process in place?
- ⇒ Do you have an affiliate and tracking plan if you are a local business?
- ⇒ Can you sign up companies like Amazon or Walmart as affiliates and have them promote your business?
- ⇒ Study competitor's affiliate program. Can we do something they are doing to improve our affiliate program?
- ⇒ Do you have a plan to connect with competitors and create mutually beneficial partnerships?

Once again, the goal is to evaluate our affiliate program. Identify tactics and tasks that can strengthen our affiliate program and grow business.

7. Customer Relationship And Reliance Audit:

We discussed the customer relationship funnel when we were building our business model.

Therefore, I will not repeat the tactics to build an impactful customer relationship funnel. You can read that part, in case you missed it.

In the relationship audit, you need to verify:

⇒ You have an automated customer relationship funnel.

Customer relationship is different than customer service or after-care service. The purpose of a relationship funnel is to create a strong bond with customers by offering value.

⇒ Do you have a reliance tactic that makes customers stick with your business and give repeat business?

⇒ Do you have a plan to turn your customers into affiliates and grow your business?

⇒ Do you have a rewards program to rewards program for loyal customers?

- ⇒ Do you have a promotional funnel or viral factors that make customers talk about your product? An example will be rewarding customers for their achievements. The customers will share the proud award, and you will get publicity? If you are unsure, read the chapter on going viral tactics in the 8-Week Launch Plan.
- ⇒ Do you have rewards for fans who reach out to you with compliments or special requests?

Answer the questions in the growth audit worksheet. It will generate a task list to create a customer relationship funnel for your business.

8. Data And Reporting Audit:

In this phase, verify:

- ⇒ Do you have a reporting system for each department and task?
- ⇒ Do you have automation and team members assigned to produce timely reports?
- ⇒ Do you have checklists and processes for each job and department?

- ⇒ Have you allocated time in the calendar for reviewing reports, studying business data, evaluating business goals, models, and other data? Have you planned team meetings to discuss data?

Be sure to have processes and checklists to automate every task and department. Have a system to generate all necessary data and reports. Allocate time to study data and make adjustments to business plans. Plan regular team meetings to discuss data and operations.

9. Growth Audit:

At the beginning of this section, I discussed that all businesses lose sales with time. It is essential to plan for the future. It is crucial to have business growth strategies, else you will die a natural death.

In this part of the audit, you need to study your preparedness to expand business with time.

- ⇒ Do You Have An Expansion Plan?
- ⇒ Can You Add More Products?
- ⇒ Can You Create An Advanced Product Or Service?
- ⇒ Can You Create A New Next Level/Step Offer?
- ⇒ Can You Create A New High-Value Offer?
- ⇒ Can You Create A Subscription Model?

- ⇒ Can You Make Changes Or A New Product To Acquire Additional Customers?
- ⇒ Have You Created A Brand To Create Trust And Get Repeat Business?
- ⇒ Can You Enter A New Market?
- ⇒ Can you produce or promote similar products?
- ⇒ Do You Use Social Listening Tools Like Hootsuite to study customers and create products or make improvements?
- ⇒ Do you study trends and create products plus marketing around them?
- ⇒ Do you promote business and brand in mainstream media for credibility?

Enter your tactics for business in the growth audit worksheet.

Now, we have conducted our growth audit. We are ready to make a plan and put business growth into action.

With that let us move to growth plan.

Act Now:

Answer the questions in the Growth Audit Worksheet in A1 Marketing Plan.

Step-3: Building Dream Team

This is the final step before building and executing our growth plan.

It is time to put together an A-Team with skills to scale your business, grow market share, manage and grow partnerships, and take your business to ultimate height.

You have already built your business model. You identified goals, tasks, and resources to grow your business. You have also generated a task list to grow your business.

In this step, we will put together an A-Team to execute the business model and build an unstoppable business.

Every business is different, but in general, you need to bring together the following 5 to build an A-Team:

1. Manager
2. Outsourcing vs. In-House Team
3. Agencies
4. Partners And Affiliates
5. Coach, Consultants, And Advisors

9-Step Checklist To Build Your A-Team

I Have An 9-Step Checklist That I Use To Build An A-Team:

1. List Tasks And Talent To Achieve Objectives:

The first step is to list all the tasks we need to handle. The good news is that you already generated this list when you built your business model.

You can pull the list of talent requirements from your business model, as you see in the image below:

A1		Dashboard Business Model Canvas					
Big Idea	Value Proposition	Customers	How To Reach Customers	Revenue Source	Customer Relationship/Dependency	Key Activities	Key Resources
			Seminars		Clear Message + Complete + Fast + No Promises Of Any Kinds - Can Never Promise Results	Customer Training And Consulting	Business Manager With Experience In Online Marketing Responsible To Oversee All Departments
			Live Events Media Exposure		Excellent Customer Service	Accounting - Financial Reports HR + Payroll Legal + Asset Protection + Copyright + Domain Protection	Web Security Expert Accounts And Payroll
			Social Groups			Security: Customer Data + Website Tracking	Customer Relations
			Email				Legal Representation

Image 51. This Is A Black And White Screenshot Of The Organization Chart Worksheet In The A1 Marketing Plan. You Can Download The Original Image From The Member Area.

2. Build Organization Chart Based On Functions And For The Future

Do not create your organization chart based on the team you have right now. As of now, you may have a few team members managing multiple departments. It will be hard to organize groups and processes around them.

Your team members may switch departments. If the organization chart is designed around them, it will become ineffective as people move.

Let us say you are managing phone sales right now. Your organization flow chart requires the list of prospects to be sent to you instead of the phone sales team.

If you stop taking sales calls, you will still receive the prospect list and not the sales team.

You will then have to forward it to them, or you will need to make corrections to the organization chart.

Similarly, the team will see you as the contact for phone sales instead of the manager for phone sales.

This is why the organization chart should be organized around tasks. This way, you can move personnel around without impacting your organization chart.

Build Organization Chart For The Future

Build it what you would like your company to be in a few years.

You need to plan your ideal business operation.

It is ok if you do not have the staff to fill different positions.

It is ok if you are managing different positions right now.

This will change.

You need to plan an ideal organization chart and flow. This will help you identify the team members you need.

You will identify your need for talent. This will help you fill positions as your business grows.

You will identify team members you need in-house and the ones you can outsource.

You will create checklists, processes, and systems for team functioning. You won't have to redo them every time you add a team member.

You will be able to identify understaffed positions that need to be staffed quickly for business management and growth.

You will even identify the skill set that is required for each position.

This will help you build your dream team. This will help you go from being a solo operation to becoming a professional organization.

You can start and take off a business solo, but you need a great team to grow your business.

3. Create An Organization Chart Using The Task List:

Group tasks into categories and create an organization chart.

In your member's section, you will find an example of my organization flow chart. Study it and create one for business.

Here is what it looks like for mine:

Owner/CEO			
Department + Tasks	Person	Notes	
Sales And Marketing Manager	Tim Pearson HOD		Priority 1 - Remote in person, code, web designer Philippines
Sales funnel creation	Tim Pearson		Phone Closer Priority 3
Sales funnel performance improvement	Tim Pearson		Email/web content writer/magazine articles Priority 2
Sales funnel to person, coder, web designer	Mitul Dhadraya	Need one more coder	Priority 2
Customer service funnel creation	Tim Pearson		Web content Magazine articles Social Media Content Priority 2
Organize live events	Tim Pearson		Legal Priority 4
Review collection	Tim Pearson		Priority 1. Need Someone in the US
Marketing Campaign Plans And Calendar	Tim Pearson		Training Priority 4
Content for sales funnel	Tim Pearson		Admin Manager Priority 1. Someone in the US
			Priority 1 - Remote in India Or Sales and

Image 52. This Is A Black And White Screenshot Of The Organization Chart Worksheet For My Business. You Can Download The Original Image From The Member Area.

As you can see, I have 3 different departments: Sales And Marketing, Product And Training, And Admin.

I took the tasks from the business model and categorized them.

I grouped the tasks based on skill and flow and created categories.

The first column on the left lists all the tasks executed by my sales and marketing team.

The column next to it shows the person responsible for the task. It even tells you if the team member is in-house, working remotely, or is an agency.

You may even notice one person responsible for different tasks. Sometimes they may even be managing tasks in multiple

needs to promote an offer from a partner, he will contact the person responsible for planning campaigns to schedule the partner campaign. Or they can reach out to the manager and get it done.

The campaign team will reach out to the affiliate manager to get the information and assets for campaign creation.

This way, there is no confusion. The affiliate manager is not wondering who to talk to for scheduling the campaign. The sales team is not wondering where to find the assets for the partner campaign.

4. Create Checklists And Processes

Next, we can create a checklist for every position. This way, we can improve the quality of work and produce consistent results.

Let us say we have 2 content writers. They both produce and structure content differently. With this approach, we will have inconsistent content throughout the website.

By creating a checklist, we can ensure that we achieve consistent output.

For example, I can have a checklist that informs the writers that every content they create needs to be based on SAM (Strategic, Actionable, And Maximum Impact).

Now the writers know what type of content they need.

I can then have a checklist they need to follow to create an article (this is not a real checklist.):

1. Research A Problem For New Or Successful Business.

2. Find Statics Or Proof That The Topic Is Important For Business Owners.
3. Explain The Problems They Face and How The Article Will Help.
4. Reveal The Easy And Low-Cost Solution That Gets Fast Results.
5. Explain The Method Using Graphics And/or Videos.
6. Show Proof It Works.
7. List Of Resources If Necessary.
8. Conclusion.
9. Offer A Useful Resource If We Have.

I can give this checklist to everyone who is producing content.

As long as they follow the guideline, our content will be similar.

You Can Avoid Costly Mistakes By Having Checklists.

It is easy for team members to skip a step during the launch or ad campaigns. I have seen companies spend thousands of dollars only to find that they forgot to paste tracking code on the website.

If you hire affiliate and partner managers, you can list protocols, actions, and timelines. This will ensure that your team is executing your plan flawlessly.

This way, your team member is doing what you would do. You have multiplied your presence simply by creating checklists for your team to execute.

Yes, there are team members and tasks where team member input is crucial. Your checklist can leave room for team members to use their talent, creativity, and skills where applicable.

A Checklist Only Tells What Needs To Be Done

How it is done depends on the team member. It lists crucial steps to eliminate chances for mistakes. A checklist sets standards. This way, the output matches company values and is consistent.

I can create a checklist, philosophies, and processes for every department and task.

This takes a little effort to create checklists and processes. Your business operations become smooth, and the efficiency increases once you have your procedures.

It saves a lot of effort in back and forth communication.

When you have a checklist, every team member is on board. They understand the vision and the philosophy of the company.

They know what they need to do and how. This way, the vision of your company is executed at each level.

You do not have to worry if your team is doing what is needed. You do not have to worry about missing or incorrect actions. You know that everything will be done right because of your checklist.

You can hire new staff and get them to speed in no time.

You can pass this checklist to remote teams, agencies, and freelancers. It will eliminate confusion and guide them to produce the results you desire.

You can create checklists in notes or have them available separately. There is no right or wrong way. Do what makes the most sense to you.

I would also recommend having a document that includes your business model, goals, objectives, branding, and reporting requirements. This will save you a lot of wasted effort and speed up work.

The A1 Plan Includes A Blank Checklist Template

You can use this template to create a checklist for your tasks. You can list the steps, assign them to a specific person or team, set reminders if needed, add comments, and track progress.

You can download your copy of the A1 Marketing Plan and the checklist here:

5. Finding Team Members

Finally, on the right side of the sheet, you will see a list of talent that we need. Add priority levels for each team member you need.

If we need someone right away, list them as priority 1, 2, and so on.

You can even list if you want someone in-house or working remotely. If you do not have a budget to hire, you can get interns from college or hire freelancers for now.

By identifying the priority level, we do not feel the pressure to hire everyone at once.

We add team members as and when convenient.

There is no confusion or fear in our hiring process. We know that we are hiring the right person at the right time.

The organization chart also lists the tasks they need to do. This helps us identify the skill set we seek in the new recruitment.

All we have to do is start looking for the talent for our team.

Recruiting Guidelines

It is hard for me to suggest recruitment tips without knowing your business. So I will share with you how I choose team members for me.

I travel a lot, so I do not have a centralized office. I usually work from a coworking space. I rent offices when I need to have an in-person meeting. As a result, all my team works remotely.

I start by making a task list for my business. I pick the tasks I want to do.

I then set priorities for tasks. I prioritize tasks based on their impact on sales or revenue.

Any task that has a substantial impact on my business becomes priority 1. I take a personal interest in finding talent for these tasks.

I consider priority 1 as my business partner. I know that I will be spending a lot of time interacting with them. This makes it crucial that they have the same personality as me. They must have the same work ethics as me. And I prefer that they have a similar working style as me.

For example, I have worked with some brilliant marketers. The problem was that they did all the work in their head.

Anytime I needed something, I had to talk to them.

They did not value-creating reports or documentation. This makes it hard for me.

So I prefer to describe my working style before hiring a team member. Talent is crucial, but their working style is equally important.

When you recruit high-level team members that are important to your business, and you will spend considerable time with them, be sure to discuss your vision and working style in addition to their talent.

I let the priority 1 team members choose their own team unless we already have people in place.

This way, they can choose the talent that is right for them and matches their work style. Similarly, I let them choose agencies and freelancers for their tasks.

Every team member and agency gets a copy of our business model, branding document, organization chart, and checklists.

This brings them to the same level as everyone else. Everyone is united in vision, goals, and tasks. This eliminates chaos and confusion and increases productivity as everyone works towards a common goal.

However, all of this changes from business to business.

For your business, list the talent you need. Identify the working style and personality that suits your work environment and existing team members.

Then look for team members who match these requirements.

You can always hire part-time or on a limited contract until you find the right member for your team.

You can find talent everywhere. You can ask your business partners and associates.

You can ask team members for recommendations.

You can look for talent on social media like LinkedIn.

You can use a recruitment agency.

You can post on job forums.

And you can even advertise the position to your list of customers. You can find great talent in your customer list.

There are hundreds of ways to find good talent.

How you find talent is less important. Finding the right person is more important.

6. Rewards, And Motivation

One important thing is to plan rewards and motivation for your team in advance.

Many business owners think that a good salary and yearly bonus is sufficient, it is not.

You should plan a system that rewards team members regularly. This increases their productivity and motivation. You can offer a commission on sales to motivate your sales staff. You can have additional monthly, quarterly, and yearly incentives for achieving targets.

You can offer regular incentives to almost all departments for achieving targets.

The Right Motivation

A perfect incentive motivates the team member to achieve a specific objective.

One of the things is planning the appropriate reward for the team members. Some team members are motivated by financial rewards. Others need recognition and status. Then some prefer growth.

Plan incentives for employees, contractors, agencies, freelancers, and even your coaches and consultants. Have an incentive for anyone who contributes to your business.

If you are a small operation, you can identify the motivation of each team member. Then plan a reward accordingly.

However, this is hard to achieve when you have a big team and remote members.

In this case, you can have team leaders plan incentives for the team they lead. However, this opens the door for disputes and favoritism.

I prefer having standard rewards and making them common knowledge. This way, there is no room for disputes.

You can have different incentives for different departments and tasks. For example, you can have sales commissions for the sales department. Obviously, you won't be offering sales commission to your accounting department.

I usually prefer to have monetary, growth, and status rewards for each department. However, I tie all rewards to achieving objectives.

Do extra planning that your reward system does not create rivalry among the team members. I compliment the entire team when objectives are achieved.

I have rewards for high-performer, but I also give a small bonus to their entire department. This way, no one feels left out. Plus, the reality is that no team member can achieve without the help of other team members.

In addition, I plan social events with team members when possible. I also plan social events where we invite their family. This makes them look good in the eyes of their family, and the team becomes one big family.

You do not have to throw elaborate parties. You can have a movie night, a day picnic, drinks at a bar, or an evening at the county fair. The idea is to make the team members feel part of a family. I want their family members to feel part of the company as well.

Some of my clients have set fixed dates for team events and events with their family members. The team gets to choose the activities, and the company pays for them.

You can even offer a budget to the team leader to celebrate success. A client of mine takes her team to concerts and events as a reward for achievements.

Similarly, you can send unannounced gifts to your remote team members, agencies, affiliates, partners, coaches, consultants, and anyone else who works with the company.

Even a bag of candies or two bottles of champagne can make your partners and agencies feel rewarded. You stand apart from other clients. And if this happens frequently, they feel a special connection with you. They work extra hard for you.

The bottom line is to plan a reward system that motivates your team to achieve your targets. Make them appreciate the effort they put in. Plan the incentives to raise the spirits of the entire team and create a connection between them.

There are infinite ways to create an incentive and reward system to motivate the team and grow business. The right reward system will depend on your business, the team, and the work environment.

Take some time to plan rewards and incentives. Automate them like you would automate a sales campaign. This way, you do not have to take time to implement them.

You have a reward system that runs automatically. It motivates the team and improves relationships effortlessly.

7. Handling Conflicts, Underperformance, And Exit Policies

Just like you have a plan to motivate team members, you need a plan to handle conflicts, underperformance, and exit policies.

Often clients wonder why to plan strategies for employee conflicts and exit.

This is extremely important for legal reasons and to minimize the damage.

The first reason to do so is that often things go out of hand when we are busy or challenged running a business. It is easy to make a mistake that can be costly.

Second, if you have a big company, you will have large teams and multiple team leaders. They could easily make a mistake handling problems with team members.

Third, you do not want team conflicts to go out of control, impact other employees, and waste productivity hours.

I have been in business meetings that were no less than a battlefield. Team members were divided into groups. Each team accused the leaders of having a bias. Teams focused on making the others look bad instead of growing the business.

I have seen instances where a team member left a company and started an attack campaign.

Most of these scenarios can be avoided with policies to handle conflicts and employee exits.

You need policies to handle team conflicts and unpleasant exits. These two can cause sizeable damage to your operation.

Have A Strategy To Squash Conflicts And Create Unity

Move team members around if needed. Create team meetings to address conflicts and offer solutions.

Educate team leaders to avoid playing the blame game. Train team leaders and team members to help underperforming or struggling members.

Have a zero-tolerance policy for racism and sexism.

You will not be present in all departments at all times. This is why having policies will help team members resolve conflicts.

Plan Happy Exits

I cannot tell you the number of problems you can face from an employee who leaves unhappy.

You save a lot of trouble by ensuring they leave happy even if you dislike them and even if you terminated their services.

Promising to offer a good reference for the team member, an exit bonus, or even a lunch or dinner makes them feel respected.

Have policies for team leaders to help the member who is leaving. Be sensitive. Offer them help financially. Offer them help to find a new job. Offer the possibility to work with them in the future.

Make them comfortable in their last days at the office. Give them a war exit.

In rare cases, you may need legal help to deal with a team member leaving. Reach out to a contract lawyer or an HR lawyer before speaking with the employee.

A simple plan to handle conflicts and exits will save you time, money, and bad press.

Our goal is to grow business, not fight people even if they are at fault. Focus on business growth by creating strategies to handle employee problems.

8. Partners And Affiliates

Most businesses do not consider partners or affiliates part of their team.

In general, they are correct. Partners are not on the company payroll. Therefore, they are technically not part of the organization.

However, when I build business teams, processes, or checklists, I base them on objectives.

The objective of business is to get more customers. You need every avenue possible to get customers.

Partners and affiliates can become the number 1 source for your business to get customers.

This is why it is vital to consider partners and affiliates as team members.

It is crucial to have plans and checklists to work with partners.

You need tactics in place to:

1. Recruit new partners and affiliates regularly.
2. Sales strategies that partners and affiliates can use to promote your business.
3. Create training and resources for them to promote your offer.
4. Incentives to motivate them and maintain relationships with them.
5. Promote partner offers when applicable.

Ideally, you need a team member fully devoted to partner and affiliate development.

In my dating business, I created products and gave them to a partner to sell and keep the money.

He did the work to sell the product, I got exposure and loads of workshop clients.

Many companies offer huge incentives ranging from cars to expensive vacations to the partners who bring the most business.

Many businesses, including mine, educate customers to promote offers and make money.

Partners and affiliates are as important as team members on your payroll. In fact, in many cases, they are even more significant than your team members.

Be sure to create business strategies, checklists, and processes to recruit and manage partners and affiliates.

9. Coach, Consultants, And Advisors

Just like partners, coaches, consultants, and advisors play a crucial role in the growth of any business.

I give business advice, yet I have coaches and consultants that I work with regularly.

I met a brilliant businesswoman named Claire at the beginning of 2021. I was so impressed with her knowledge that I immediately paid her gold to consult me.

Yes, you read that right. I gave gold.

I wanted to make an offer she could not refuse.

I was ready to launch my business at the beginning of Jan 2021. I delayed it by one year because I wanted to implement her suggestions.

Most business owners do not have to spend a year redeveloping their business idea. I am a perfectionist. I saw value in her ideas and decided to incorporate her ideas.

I then wrote a book. Claire had ideas to improve it, so I rewrote the entire book.

You are reading that book right now. You tell me if this book was not worth it.

Not only this, my marketing plan template and the entire business funnel comes from lessons I learned from her.

A business coach and consultant can take your good business and make it great.

They can give ideas that skipped you.

They can point errors you did not catch.

They can give ideas, lessons, and resources that multiply your revenue many folds.

If you do not have coaches, consultants, and masterminds to learn from regularly, your growth will be limited.

CCTM (coaches, consultants, trainers, and masterminds) are the best resource for brainstorming, developing new strategies, and evaluating performance.

Often we are blinded by our limited vision when we are in the middle of the action. We are emotionally and passionately involved with our business.

We need someone who is removed and objective. We want someone who can shine a light on mistakes and opportunities we miss.

No one person is an expert in all areas. No one is an expert at all times. We all need support, guidance, motivation, and course correction to continue growth.

Having advisors will save you from wasting time, resources, and money.

Coaches and consultants spend most of their time learning and discovering new tactics. You do not have time to do so because you are busy running your business.

I am constantly learning new tactics from my clients. I am seeing what works and what does not. I see results from changes and modifications made to strategies. Unless you work or study hundreds of businesses, you cannot get your hands on this information.

And despite this bank of knowledge, I spend one hour every day watching a course or reading a book from some business expert.

I have two business advisors that I speak to once a month.

I have 3 mentors that I talk to once a week.

I attend a closed mastermind. This mastermind only accepts business owners that do a minimum of 6-figures a year in business. And each member is required to share strategies and tactics working for them.

In addition, I am a member of a few Facebook groups.

I read business news.

I follow trends.

I listen to podcasts.

I watch business lessons on YouTube.

I go to live events and meetups, and much more.

The more I learn, the better my business becomes.

I get ideas to improve my business and help businesses I consult.

You have gone through this book. Seriously, do you think all of these are my ideas?

No sir! I have zero ideas of my own. Every bit of knowledge I have, I learned from someone.

Anytime or money you invest in experts is the best investment you will make for your business.

And I must address something here. Many coaches suggest you hire a coach because they want you to hire them.

I am not saying this because I want you to hire me.

In fact, I often tell my clients that they should hire the one they identify with the most. Whatever that coach is teaching is what you need to learn in that stage.

I may be the best coach in the world. But what you may need right now is not the best coach in the world but the coach who can give you poor advice.

And yes, there is value in poor advice as well.

No knowledge is a waste.

Maybe you will learn what not to do.

Maybe you will get inspired like me to create your own business because of a low-quality course.

Every minute and every penny you spend learning is guaranteed to help you make more money. Every dollar you spend is guaranteed to earn you back \$10.

So always learn. Always be surrounded by experts, coaches, and consultants, even if you are the brightest person in the room.

Even if you are a coach or a consultant like me. Even if you think you know more than most people, discuss your knowledge with other experts.

Ask questions and learn from competitions and even the businesses you help.

This means, having a strategy to learn and get advice is a necessary part of your team.

Think of coaches and consultants you can benefit from. Make them part of your team.

Identify key industry events and attend them or send your team members to attend the events.

Encourage your team leaders to consult and connect with experts.

Organize training programs and events for your team.

Allocate a budget for them to go to live events and buy courses.

Connect with business partners and competitors. Start a mastermind with them if you cannot find one.

In short, plan coaches, consultants, events, and resources needed for your business and team members. They should be part of your decision-making, launches, and growth plans.

That is it. Go through these 9-steps and identify the talent, resources, and checklist you need to build your A-Team.

Add them to your organization chart.

Add the priority rank for each asset.

We will enter this information into our growth plan that we will soon create to build an unstoppable business.

We have one more step before we put together our growth plan. So let us go to the next step, which is to conduct a growth audit.

Act Now:

Create your Organization Chart using the worksheet in the A1 Marketing Plan.

Create checklists for different positions and tasks.

Step-4: Growth Plan

By this point, you will have complete information on your business.

You will have identified a clear direction and tactics to grow your business.

You will have identified your organization structure, flow, processes, and checklists.

You will have discovered your staffing needs.

You will have identified your sales and marketing funnels and improvements to expand.

You will have discovered the tactics to dominate the market and expand your business.

You will have identified the missed opportunities and gaps in your marketing.

You have discovered customer relationship tactics for repeat growth.

You have strategies to multiply sales by finding partners and affiliates.

In short, you will have discovered all the pieces that you need to put together and create a dynamic, automated, and unstoppable business.

Your business audit worksheet has generated a task list for all areas of your business.

A1 MARKETING PLAN	Growth Audit	Dashboard
Questions	ANSWERS. Give as much information as you can including links to visit pages or data. Leave the field blank if you do not know the answer.	Tasks Make a list of tasks based on your answers for our growth plan.
Sales Funnel 1. How Is It Performing? Share The Conversion Stats. Also, Share The Strengths, Roadblocks, And Limitations If Any. Share The Sales Funnel Or Sales Funnel Flow, Or Links To Study The Sales Funnel.	1st sales funnel is an in person sales funnel. We give free talk at meetups and offer products at the end of the talk. Main offer converting at 13%. 1st Upsell converting at 16%. Second Upsell converting at 6%.	<p>The upsell is converting at a higher rate than the main offer. We need to make adjustments to the main offer.</p> <p>→ Test another ad, offer promise, price, and product combination for the main offer.</p> <p>→ Try 1st upsell at the main offer or add benefits of 1st upsell to the main offer.</p>
Sales Funnel 2. How Is It Performing? Share The Conversion Stats. Also, Share The Strengths, Roadblocks, And Limitations If Any. Share The Sales Funnel Or Sales Funnel Flow, Or Links To Study The Sales Funnel.	2nd sales funnel is YouTube ads. We are running ads on competitor channels and videos. 1st product is converting at 9%. 1st downsell is converting at 11%. 2nd is converting at 4%. 2nd downsell is converting at 6%. 3rd product is converting at 1%. 3rd downsell is converting at 1%.	<p>The downsells here are converting hire than the upsells. It appears that the traffic coming from YouTube is willing to pay less.</p> <p>→ Test lower price.</p> <p>→ Run the same offer on Facebook and other platforms to see if the conversion rates are better.</p> <p>→ Test the offer to less targeted traffic. We are running offers to highly targeted traffic. It is possible that many of them have purchased other products so are willing to pay less.</p>

Image 49. This Is A Black And White Screenshot Of The Growth Audit Worksheet In The A1 Marketing Plan. You Can Download The Original Image From The Member Area.

All you have to do is add the tasks from your growth audit to the growth plan template. The growth plan template is part of the A1 Marketing plan. You can download it in the member area.

Assign priorities, allocate them to the right person, set deadlines, and start building your business.

A1	Dashboard				
Tasks	Week 1	Due Date	Assign	Comments	Progress
Research Big Idea For Main Offer And Product 3 In Sales Funnel 1		01/07/2022	Magic Leone		Need Help
Run Ads To Test Big Idea. Test On Facebook, Google, And YouTube. These Are Top Performing Channels. We Need To Optimize Funnel For These Platforms. Create An Optin Page And Drive Traffic To Count Optins. If You Get 15-20% Conversion, then you have a winner.		01/14/2022			In Progress
Impliment Winning Big Offers To Sales Funnel		01/21/2022			Need More Time
Run Tests For 2 Weeks		01/28/2022			Complete
Research Big Idea For Downsell 1 And Downsell 2 In Sales Funnel 2					

Image 54. This Is A Black And White Screenshot Of The Growth Plan Worksheet In The A1 Marketing Plan. You Can Download The Original Image From The Member Area.

Once you list all the tasks in the growth plan, evaluate them.

The thing is that once you have your growth audit, you will see a long list of tasks. The list can overwhelm you.

So we need to prioritize, delegate, outsource, and eliminate tasks based on importance and impact in our business.

This will help us with a manageable task list and priority for each task.

I start by asking how important is the task? Do we need it, or can we eliminate it because some projects are unnecessary?

They have little impact on your business.

They do not contribute towards your end goal.

In this case, you can eliminate them.

Next, I decide who to assign the task to? Depending on the importance and the skills, I decide whether to give it to a team member, outsource it, or do it myself.

Generally, it takes about 6 months to plan and execute all the tasks. But you can get it done sooner or later depending on your business and the amount of work that needs to be done.

I have worked with businesses that achieved their goals in one month, and some needed close to two years.

My advice is to start by recruiting the team. It can take some time to find the right team member and agencies. You may have to advertise and conduct multiple rounds of interviews before hiring.

This way, you can start tackling other projects while waiting for interviews and recruitment.

Then delegate tasks to relevant people and assign a due date.

Set reminders for yourself and the team for a week before the task is due or for regular intervals. The reminder timing will depend on the nature of the project. Set a final reminder for the due date.

You can assign tasks and set reminders in the growth plan template.

I highly recommend assigning a project manager to implement the plan. It is easy to get distracted with day-to-day operations. You need someone who can focus on executing the plan.

When I work with clients, I ask them to assign an in charge for the project. The person in charge builds the plan, sets deadlines, and allocates tasks to appropriate team members.

We schedule weekly calls to discuss projects, progress, and improvements. This is the only way to execute the plan and get the job done.

And that is it.

Now accomplish the task list from the growth plan, and you will end up with an unstoppable business.

I usually conduct a growth audit for my business every 6 months. Some clients do it once a year. This is a great exercise to identify problems and opportunities and keep the company on a continuous growth path.

The first time you do a growth audit, it takes more time. This is because you are starting from scratch. You are doing it for the first time, so you have less experience. You have to create systems and processes as you go along.

As time goes by, you will have fewer problems and fewer steps in your business. This is because your growth plan has already addressed most business areas. You have already created connections and systems to gather continuous data.

In fact, if you take the approach, you will have constant reports and data for each task. This will make the audit a breeze.

Further, every future audit will generate a shorter task list. A lot of the actions like hiring and creating systems are permanent. You probably won't have to address them again. So the audit will be quick, and the task lists will be short.

Once you reach this stage, you will have an automated and unstoppable business that is data-driven. Your business won't rely on luck or guesswork. It will be steered and driven by data.

This is when your business will become professional. You will enjoy working in it and growing it. You will finally enjoy the fruits of your labor and pass it to your next generation.

Act Now:

List tasks in your Growth Plan Worksheet in the A1 Marketing Plan. Assign due date in order of priority, and get started.

Congratulations For Your Achievement!!

Dear Achiever!

There is no better compliment I can give you than calling you an achiever.

What you have accomplished is no small feat!

It is challenging to take a leap of faith and work passionately without knowing if your efforts will produce results. It takes determination, passion, and commitment. You have all three of them. Anyone who these three is unstoppable.

You have displayed strong leadership. You may not know this, but your efforts will inspire people around you.

I know I have been inspired by many around me. My success is a result of the people around me. I even learned from the struggles of people around me.

Very few people will understand this, but you do.

Your accomplishment says a lot about you. You have demonstrated your superiority to everyone but more to yourself.

Anyone can start a business. Very few have what it takes to succeed.

Most depend on fate to make it happen. People like you build your own luck. I know this because I am just like you. You and I are cut from the same cloth.

I firmly believe that any business is as successful as the person behind it.

Business achievements reveal the personality, commitment, dedication, vision, and passion of the person behind them.

Success is not controlled by luck. It is the result of strategic and relentless efforts. Anyone willing to work strategically is destined to succeed.

You may not have achieved your desired objective yet, that is ok.

No business plan works from day one. You have to make it work by tweaking it.

It is easy to achieve goals if one has well-mapped out steps. You have accomplished this. You have created the foundation for a successful business.

You will now be able to identify bottlenecks and improve them. You will pinpoint what is working and scale it.

Now, you have a business plan to share with your team. It will help everyone work in unison towards a common goal. It will help increase productivity.

You have taken the proven path to success. You now have a plan to make your business work. You will not get distracted. Since you

have a plan, it will be easy to identify new tactics to apply and improve your business. You won't shoot in the dark anymore.

You have created a solid foundation for your business. It is the most challenging objective to achieve.

I can write a book on how your achievement will help you. But, you will soon experience it.

For now, all I want to say is congratulations. You have achieved a gigantic and appreciable task. You deserve a celebration.

Be sure to reward yourself and welcome to the group of successful Entrepreneurs!

Wish you all the best!

A handwritten signature in black ink, appearing to read "Magic". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

-Magic

P.S. I am not saying this lightly or to make you feel better. I sincerely congratulate you because you achieved what 99% would not dare. Most people will not even read the book until this point. You, on the other hand, have put it to action.

P.P.S. The best congratulations will be when your business and bank balance grow. For now, congratulations! You have earned it. I am proud of you, and you should be too!

P.P.P.S. My team and I are here for you. If you have questions or need help, please do not hesitate to reach us. You can contact us by sending an email to support@a1tactics.com.

What Next

Congrats on making it this far!

Anyone who is this dedicated is going to win, no doubt.

Here is what I recommend you do next:

Implement what you have learned from this book.

If you are unsure where to begin, take the Next Step quiz. The quiz will help you identify the stage your business is in. It will pinpoint the next step that will have the maximum impact on your business. You can take the quiz here: go5x.com/next-step.

Next, go to the member section. Download the A1 Marketing Plan and the sample plan.



You can download it here: almarketingplan.com/a1

Download any other resources and watch the fast start videos to learn how to use the plan. Then read the part of the book based on your quiz results, do the exercises, and implement the lessons.

Build your marketing plan and evergreen sales campaigns using the template in the member section.

Fill your marketing calendar provided in the member's area. Start implementing your marketing campaigns. Elevate the results and improvise them.

If you have questions or need assistance, reach out to us using the contact form inside the member area. My team can also build a perfect marketing plan for your business if you like.

If you need coaching or help to build your business, you can email us at support@altactics.com

If you take action, learn and implement new tactics, analyze and improve your campaigns, your success is guaranteed. It may take you a little while to find your gold mine, but nothing can stop you if you work strategically towards it.

I sincerely want you to be successful. Nothing will make me happier than to see you succeed. I am rooting for you and sending you my best wishes. Do not hesitate even for a second to reach out to my team or me if you need help. We will do everything we can to help you.

Wish you quick success and happy life! Thanks for reading the book and being part of the family!

Much love!
-Magic Leone

Please Do Me A Favor!

Hope you've enjoyed your reading experience!

I am confident this book will help you, and I hope you feel the same.

Before you go, I would like to ask you for a favor.

Would you mind leaving us a review on Amazon? This will help other business owners find the help they need for their business. At the same time, it will help me too.

So if you found this book to be beneficial, if you think I sincerely tried to help, please take 2 minutes to write a review. It will mean a lot to my team and me.

Thank you, and wish you quick success!



Magic Leone