

CHECKLIST

The Only 3 Systems You Really Need

To Create a 6-Figure Business



DISCOVERY SYSTEM TO ENGAGE YOUR IDEAL PROSPECTS

- I have a blog and I post to it consistently
 - Using topics my audience wants and needs to hear
 - Using good keywords for SEO
 - Providing great information that establishes my credibility

- I maintain no more than four social media accounts
 - I consistently post updates
 - I consistently respond to my readers and encourage conversation
 - I make use of YouTube on a consistent basis
 - I stay up-to-date on new social networks my target audience uses

- I have created and hosted my “go-to” webinar presentation

- I am actively seeking out public speaking opportunities in:
 - My local area
 - Niche conferences my audience is likely to attend
 - Meetup and business networking groups
 - Online conferences and telesummits

- I have brainstormed a book idea my audience will love
 - I have outlined my book
 - I have committed to writing for at least 30 minutes every day until the book is finished

RELATIONSHIP SYSTEM TO EDUCATE YOUR CONNECTIONS

My email marketing system is solid, with:

- Timely autoresponders designed to inform and engage readers
 - Occasional 'getting to know me' message infused with your personality
 - Occasional sales emails
 - A regular newsletter
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- **I actively seek out opportunities for in-person networking, such as**
 - Local business get-togethers
 - Niche conferences
 - Area Meetup groups
 - Chamber of Commerce meetings
 - Volunteer opportunities
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- **I offer free consultations to:**
 - Get to know potential clients
 - Nurture the 'know, like, trust' process
 - Eliminate those who are not a good fit

SALES SYSTEM TO ENROL YOUR PERFECT CLIENTS

- **My sales funnel is strong**, with clearly defined:
 - Free product offers (my blog, social media, etc)
 - Opt-in offers
 - Low-cost products
 - Mid-range products
 - High-cost products and services

- **I have a series of well-planned special offers** for every occasion:
 - One-time-offers for buyers
 - Cross promotions in my cart and on my download pages
 - Upsell offers in my cart
 - Downsell offers for those who do not buy

- **My shopping cart makes me look professional** in every way, including:
 - Seamless handling of product delivery
 - Multiple ways to pay
 - Easy refunds and credits
 - Coupons, bundles and other special offers

- **My customer support is top-notch**, with:
 - Well-developed FAQ pages
 - Thoughtful follow-up messages for buyers
 - A help-desk to resolve issues quickly