



MasterClass

The 5 Most Critical Lead Generation Mistakes That Business Make

How to transform your website into a customer conversion machine

Business Revenue **MASTERCLASS**

WORKBOOK

In this workbook, you will take the information discussed in the Masterclass and apply it, step-by-step, to your own business.

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PRE-PLANNING

WHERE YOU WANT TO BE

Write down the goals you have in business and in life. Imagine life 1 year from now. What is the perfect scenario for you?

- How much monthly revenue are you generating?
- How big is your team?
- What kind of office (or home!?)
- What specifically are you working on in the biz?
- What kind of freedom is that giving you? Why is that important to you?

WHAT ARE YOUR CURRENT MARKETING/SALES EFFORTS?

Evaluate if what you're currently doing is enough to get you where you need to be. Can you reach your goals? Or do you need to change?

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SHIFTING YOUR THOUGHT PROCESS

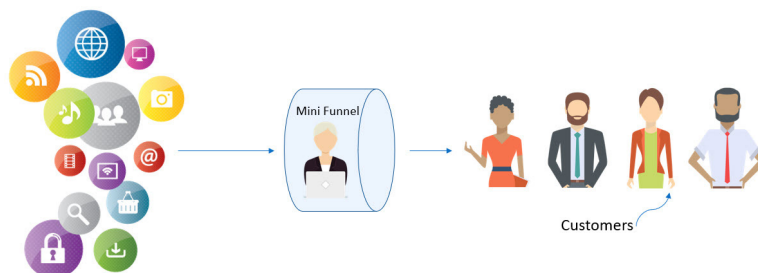
WHAT YOU'RE CURRENTLY DOING

What Most Marketing Looks Like



WHAT YOU NEED TO SHIFT

What Marketing Should Look Like



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ADJUSTMENT #1 POSITION PRIMARY OFFER

We need to position 1 primary offer for your business. This is the new key offer you will be presenting to your customers. This must be appealing, high value, and low barrier!

Use the box below to brainstorm your ideas.

WHAT ARE SOME IDEAS FOR YOUR OFFER?

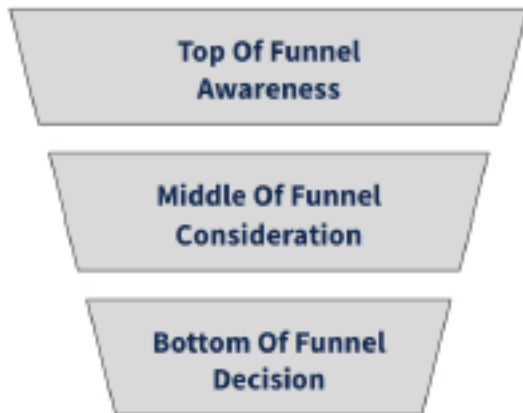
Remember, the goal is to
Land & Expand

CHOOSE A FINAL OFFER AND WRITE IT BELOW

WHAT WILL THE COST BE

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ADJUSTMENT #2 BUILD A FUNNEL



Identify what kind of content can be included in each level of the funnel - be sure this is done accurately so we don't skip anything. It's important to make sure leads move cleanly through this.

A "leaky funnel" is when people fall out regularly at any phase. The wrong positioning and content can cause this to happen, so make sure to take this seriously!

TOFU: AWARENESS

MOFU: CONSIDERATION

BOFU: DECISION

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ADJUSTMENT #3 THE FOLLOW UP

15-Reach framework:

15 touches to all prospects, consisting of emails, calls, texting, social media, etc.



Draft your 15-Reach framework below

STEP 1:	Call	Email	Other	What will you say?	
STEP 2:	Call	Email	Other	What will you say?	
STEP 3:	Call	Email	Other	What will you say?	
STEP 4:	Call	Email	Other	What will you say?	
STEP 5:	Call	Email	Other	What will you say?	
STEP 6:	Call	Email	Other	What will you say?	
STEP 7:	Call	Email	Other	What will you say?	
STEP 8:	Call	Email	Other	What will you say?	
STEP 9:	Call	Email	Other	What will you say?	
STEP 10:	Call	Email	Other	What will you say?	
STEP 11:	Call	Email	Other	What will you say?	
STEP 12:	Call	Email	Other	What will you say?	
STEP 13:	Call	Email	Other	What will you say?	
STEP 14:	Call	Email	Other	What will you say?	
STEP 15:	Call	Email	Other	What will you say?	

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ADJUSTMENT #4 RE-ENGAGE AUDIENCE

BUILD YOUR RE-ENGAGEMENT SERIES TO WARM UP YOUR EXISTING AUDIENCE

HOW MANY EMAILS WILL YOU INCLUDE?

Remember, To lead with value!!
Don't promote your company here
or you will turn your audience away.

WRITE THE OVERALL EMAIL STRUCTURE OUTLINE

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ADJUSTMENT #2 BUILD A FUNNEL

Remember - you can target your audience in detail with the right platform! You can also retarget your audience. You will want to send people to your funnel more than likely.

Your ad copy MUST be compelling and tell a story, or it won't resonate and you won't get leads.

WHAT PLATFORMS WILL YOU FOCUS ON?

WHAT ARE THE CRITERIA FOR CHOOSING YOUR AUDIENCE?

OUTLINE YOUR AD STRATEGY BELOW

How many ads will you run?

What will they say?

Where will you be sending your traffic?

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BOOK A STRATEGY SESSION

If you have any questions about the process above,
book your strategy session now.

We will help you identify the gaps in your process and
guide you in how to move
forward!

Book Your Strategy Session Here

This brief call is all it takes to change the path of your
business forever.

Discover the awesomeness that hundreds of other busi-
nesses have already unlocked in order to drastically
scale their revenue.

