4 Steps To A
6-Figure Business

AUTHORITY IGNITION

SIMPLIFY YOUR SALES!
THE ULTIMATE 4 STEP SALES PROCESS
FOR A 6-FIGURE BUSINESS

CREATE YOUR AUTHORITY

INTRODUCTION: SIMPLIFY YOUR SALES PROCESS AND AIM FOR 6-FIGURE SUCCESS

This workbook is designed to help you aim high with your big picture dreams while also breaking down the sales process into small action steps. Sometimes the small tasks are what get us off course but with checklists and a plan in place, it's easy to reset and regain focus.

Use this as a guide and make your own modifications along the way. Not everyone will have the same creative processes or team members, so adjust as needed to suit your business and your budget. No matter what level of business you have achieved, you can successfully follow this plan and propel yourself toward greater sales.

Once you go through this process once, you'll discover what works best for you; then it becomes a 'rinse and repeat' process that will become like second nature for you and for everyone on your team. So, expect the first time following this guide to be a little longer than future projects.

Supplement this workbook with each of the lesson plans for even more details. I highly suggest storing all these documents in one file folder – or go old school and print them out to store in a binder – for future reference, especially if you're planning to build out your product library over the next few months.

Let's get started!

STEP ONE: HOW TO PLAN A PAID OFFER THAT'LL BLOW THEIR MINDS

As tempting as it may be to just jump right in to creating a new product, you'll want to do some research first to find your sweet spot instead. This magic spot is where your interests overlap with what your customers need/want. When you hit the sweet spot, you'll satisfy your customers with what they need but you'll enjoy creating the product because it's a topic you know in great detail.

Topics you know about

Your Sweet Spot

What your customers want or need
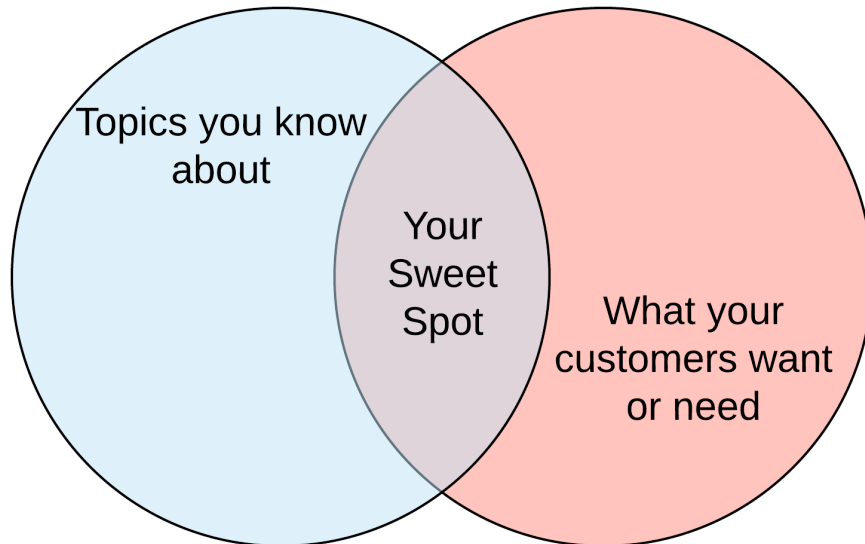
WORKSHEET: FIND YOUR TOPICAL SWEET SPOT

Brainstorm your topic ideas and jot down what you KNOW your audience wants. Where these overlap is your Topic Sweet Spot. Use the chart on the next page to write down your ideas.

Your Favorite Topics	Topics Your Audience Wants
• What ideas interest you? • What could you talk about for hours on end? • Can you pull inspiration from your personal life and experiences? • What are your social followers asking for?	• What are their pain points? • What do they have problems with that you can solve? • What are they complaining about on social media? • What questions do you get asked day in and day out? • If in doubt, ask your audience and take notes on the next worksheet.

Your Brainstorm Ideas	
What Interests YOU?	**What Do Your Customers Want?**

Identical Topics from Both Columns = Sweet Spot
• Where do you see overlaps?   • Which topics on your brainstorming list also show up on your market research list?   • Which topics do your audience love that are easy for you to build and promote?   • Which of these topics make you excited or bring out your passion?   • Start developing these topics!

WORKSHEET: ASK YOUR AUDIENCE

If you're not sure what your audience needs or wants, ask them. But ask them about their biggest problems (pain points) or the solution to any problem that they're searching for rather than just saying, "What do you need?" Chances are, they don't know what they need.

Action Task	Date Completed	Notes/Comments
Email your list.		
Write a blog post and encourage discussion in the comment section.		
Set up a poll on Facebook.		
Create a survey using SurveyMakerPro or CrowdSignal.		

CHECKLIST: RESEARCHING A TOPIC YOUR AUDIENCE WILL LOVE

Use the following checklist to make sure you have brainstormed and researched your topic ideas enough to develop a unique product your audience will purchase happily.

- [ ] I have the desire to grow my business to six-figures and I keep an open mind about what the research provides.

- [ ] I have a list of topics that I am excited about and they meet the following criteria:

  - [ ] I enjoy the topic.

  - [ ] My customers can use the information in their lives.

  - [ ] I know enough about this topic that I can sit down and create the product with ease.

  - [ ] I have work experience with this particular topic.

  - [ ] I have a degree or certification for this particular topic.

- [ ] I am in tune with what my customers need and want:

    - [ ] I know their pain points.

    - [ ] I know their demographics.

    - [ ] I understand their problems.

    - [ ] I pay attention to what they are complaining about on social media.

    - [ ] I have a list of FAQ that I'm asked about nearly every day:

        1. _____

        2. _____

        3. _____

        4. _____

    - [ ] I have a Client Avatar created which I refer to often.

- [ ] I understand that I need to ask my market questions on a regular basis:

    - [ ] What are their biggest problems? _____

    - [ ] I can identify their pain points

        1. _____

        2. _____

        3. _____

    - [ ] I have options for asking these questions:

        1. Survey

        2. Blog post with discussion

        3. Social media poll

        4. Other: _____

- [ ] I easily see overlaps between these two lists.

- [ ] I understand this Sweet Spot is where I begin developing my next program/product.

- [ ] I know outsourcing the creation of this whole product is a viable option.

STEP TWO: WHY YOU MUST HAVE A RELATED FREE WEBINAR

Webinars are known to have a high conversion rate – sometimes in the 20% range (BuzzSumo) – so what better way to teach your tribe something while also touting your latest and greatest product? When people register for webinars, they are already captivated by what you're offering. They want to learn more about your webinar topic. If you are authentic and a good communicator, then your captive audience can easily turn into paying customers, provided you follow through on delivering what you promised.

Remember, your webinar topic should be RELATED to your sweet spot topic used for your program/product, but it should not be identical. You don't want to give away all your secrets for free!

WORKSHEET: CHANGE YOUR MINDSET

Turn your negative self-talk into positive reasons why you SHOULD host a free webinar.

Negative Self-Talk	Positive Self-Talk
Why don't you want to host a webinar? 1. 2. 3. 4. 5.	Reasons why you SHOULD host a webinar: 1. 2. 3. 4. 5.

WORKSHEET: PLANNING YOUR WEBINAR AND CHOOSING A PLATFORM

You'll discover hundreds of webinar platforms if you do a simple Google search. Don't get overwhelmed; start off comparing the names listed in this workbook then do your own research before making a purchase.

Always read the customer reviews and always take advantage of any free trials. Ask for recommendations among your business friends or in business groups. People are all too happy to give feedback, both good and bad, so use those connections.

Look at your pricing options. Most platforms offer monthly vs yearly payments and the annual prices often reflect a discount. Does the pricing fit your budget? Do you feel the number of features is worth the price?

Have a question? Contact their customer service and keep notes about how responsive they are. Customer service can make or break a purchase so make sure they truly care about you and your ability to use their platform.

Use this worksheet to jot down notes about your webinar so you have a firm plan in place before presenting live to your audience.

Brainstorm Webinar Topic Ideas	Research Each Topic Idea
	1. Has this topic been done to death? 2. What's your unique spin? 3. Does it fill a gap in the market?
How Do These Ideas Tie-in to Your Paid Product?	**Choose Your Final Webinar Topic**
Research Webinar Platforms	**Some Webinar Options**
1. Do they fit your budget? 2. Are the dashboards easy to use? 3. Do they have a recording feature?	1. Zoom 2. Go To Webinar 3. Webinar Jam 4. Ever Webinar (on-demand) 5. Easy Webinar (on-demand) 6. LiveStorm (on-demand) 7. Other: _____ 8. Other: _____

Do You Foresee a Need for Evergreen (On-Demand) Webinars?	**Equipment Needed**
Explain your reasons for your yes/no answer.	1. Microphone 2. Webcam If you already have these items, do they work? Test early so you have time to replace them if necessary.
Create Your Slides	**Other Tools to Consider:**
• Do you have a branded template? • Can you delegate this task to a VA? • Do you know a graphic designer who can create a unique template with your branding?	• Outline • Script • Handout(s) • Checklist(s) • Transcript • Video replay • Someone to monitor chat room

WORKSHEET: CREATE YOUR WEBINAR TOOLS

Consider what tools your audience would like to supplement your webinar. Traditionally webinar hosts give out handouts with fill-in-the-blank sentences so the audience members are forced to listen more carefully to hear the correct answers.

But this choice is open to your creativity, so long as you're not giving away too much from your paid product. Your webinar is meant to convince your audience why they need your product and any handouts you use should do the same.

Use this worksheet to plan out every verbal aspect of your webinar. The amount of detail you include is up to you so adjust as necessary.

Introduction

- Who are you? What's your experience? Why are you an expert?

  _____

  _____

- What is this webinar about? What will your audience learn? What can they put into action?

  _____

  _____

- Mention the Q&A session at the end. Give a teaser about your special offer.

  _____

  _____

The Body of Your Webinar

- What's your main point/topic? _____
- Main fact #1: _____
- Explain; give stats; tell stories; support your fact with details

  _____

  _____

  _____

  _____

- Resource links (optional):

- **Main fact #2:** _____
- Explain; give stats; tell stories; support your fact with details

  _____

_____

_____

_____

- Resource links (optional):

- **Main fact #3:** _____

- Explain; give stats; tell stories; support your fact with details

_____

_____

_____

_____

- Resource links (optional):

- Add more supporting facts/examples/stories as you like.

Closing

- Summarize your main points.

    1. _____

    2. _____

    3. _____

- Why is this topic important and how can your audience use this to better their business?

_____

_____

_____

The Sales Pitch

- What is your paid offer? What does it include?

_____

_____

_____

- What problem or pain point does it resolve?

_____

_____

- Give the URL and discuss any bonuses. _____

- Always put your contact info on the closing slides in case people have further questions.

Q&A

- Answer questions that audience members have submitted either before the webinar or during.

- If a question is addressed in the paid product, don't be afraid to say that.

- End with the product URL and reminder of bonus expiration dates/times.

WORKSHEET: TURN YOUR OUTLINE INTO A SCRIPT

Follow these simple steps to create a verbatim script to follow.

1. Turn your voice recorder app on and start giving your presentation.

2. Send audio file to be transcribed. (Try Rev.com or you'll find dozens more online)

3. Proofread for accuracy; edit any mistakes.

4. Create your slides to correlate with your script.

5. Use your script to host the webinar.

6. Add natural-sounding voice inflections during the webinar so it doesn't sound like you're reading from a script.

WORKSHEET: CREATE POWERPOINT SLIDES

Use this worksheet to plan out your PowerPoint slides that you'll show during your webinar. Pull out the most important points of your presentation instead of stuffing each slide with too many words. You may have upwards of 50+ slides doing it this way (one point per slide) but your audience will thank you for it.

Do you have a VA who can take over this task?	Do you have a current template?
Yes/No Contact Info:	Yes/No Graphic designer contact info:
Which branding elements do you want in the design?	**What are your brand colors?**
Stock Photo Options	**Proofread/Edit Your Tools**
• Deposit Photos • iStock Photo • Unsplash • Other: • Note: Always check the license restrictions!	• You AND your VA should proofread all of your webinar tools (slides, handouts, etc) • Fix any spelling/grammatical errors • Is the formatting for each tool consistent?

WORKSHEET: RUN A PRACTICE WEBINAR AND ASK FOR FEEDBACK

If this is your very first time hosting a seminar, getting feedback prior to the big event is wise. Ask a couple of friends or business associates to join you so they can hear your tone and inflections; you'll want feedback about your energy level, if it was upbeat or if you were putting them to sleep.

Not only will the feedback be useful but you'll want to become familiar with your webinar platform's dashboard and controls prior to the live event. Preempt any technical snafus by knowing where all your controls are and how to use them.

1. Login to your webinar platform and practice finding and using all the controls. Mute, recording, and screenshare are most important.

2. Practice advancing to the next slide. Some platforms you'll use your own PowerPoint controls, others you may have to upload to the platform itself.

3. Invite some friends to the platform and run through all or part of your presentation.

4. Ask for feedback from them. Incorporate any changes into the script and the slides.

WORKSHEET: PREPARING YOUR PRODUCT'S SALES PITCH

Knowing what you're offering to the audience is crucial, especially if it has multiple parts or you're offering different bonuses with different expirations. Not only should you know all the benefits and features inside out and backwards but you should be prepared for handling common objections from prospects. How will you turn a No into a Yes?

Use this worksheet to write down the details of the sales pitch.

The Sales Pitch	
What is the offer?	What is the URL?
Describe the offer. What will the consumer receive?	What problem does your offer fix? Focus on these solutions.

Who will benefit most from your offer?	What are the other benefits/features of your offer?
Mention your fast action bonus and expiration date. Bonus URL:	Do you have other bonuses? Bonus URL:

CHECKLIST: PREPARING FOR MY FREE WEBINAR

- ☐ I understand the importance of hosting a free webinar to attract prospects.

- ☐ I am confident with my sweet spot topic.

- ☐ I understand that videos and webinars are the best way to speak to hundreds of people at a time.

- ☐ I understand that webinars can have a larger conversion rate than email or advertising.

- ☐ I am open to changing my mindset about hosting.

    - ☐ I am changing my negative thoughts about hosting into positive ones.

    - ☐ I am listening to the compliments and validation of trusted business friends.

- ☐ I understand that in order to reach a six-figure income I need to step out of my comfort zone and try new things.

- ☐ I understand that my excitement about my product will carry over to my audience.

- ☐ I am determined to be my authentic self and not worry about making mistakes in my delivery.

- ☐ I have a list of reliable webinar platforms to research.

- ☐ I understand the value of taking a free trial, asking questions of customer service, and asking trusted friends for recommendations.

- [ ] I have a monthly/annual budget in mind and will not sway.

- [ ] I have a list of webinar ideas which I have researched.

- [ ] I have a short list of webinar ideas that specifically tie-in to my paid product.

- [ ] I am confident with my final webinar topic choice.

- [ ] I understand the benefits of on-demand/evergreen webinars and am prepared to use a different platform if necessary to receive that feature.

- [ ] I have my necessary equipment and have tested it with my computer and internet connection.

- [ ] I am creating my own PowerPoint slides using a branded template that reflects my business.

    - [ ] I understand that outsourcing this task is a viable option.

    - [ ] I understand that slides should NOT include a verbatim transcript of my presentation.

    - [ ] I understand that white space on slides makes it easier for my audience to read.

    - [ ] I understand that copying images from Google is not legal.

    - [ ] I have a favorite stock photo source and have looked at their licensing rules.

- [ ] I have a plan for creating other tools, such as handouts, that will compliment my webinar.

    - [ ] I understand that having other tools is not vital to my webinar's success and it's my choice to create handouts or not.

- [ ] I have created my webinar outline and understand I can use this as my guide or I can use it to create a script.

- [ ] I understand the importance of doing a 'practice run' to learn the controls of my webinar dashboard.

- [ ] I understand the importance of practicing all or part of my webinar with other trusted people in the room so they can provide feedback on content and energy level.

- [ ] I understand the importance of knowing my sales pitch forward and backward along with my bonuses so I can accurately explain to my audience what they will receive when they purchase.

STEP THREE: SEAL THE DEAL WITH A STRATEGIC EMAIL FUNNEL

Just as you want to capture email addresses from your website visitors to stay in touch with them, it's important that you do the same with your webinar attendees. An email address is required for webinar

registrations but it's up to you to stay in touch, to remind them about your paid product, and to convert them into adoring fans who will buy anything you sell.

WORKSHEET: VISUALIZE YOUR SALES FUNNEL

Use this worksheet on the next page to list your current content offerings and to also plan out your future products.

Your Sales Funnel	
Free Content	What do you currently offer? • Blog posts • Email newsletter • Webinars • Videos • Infographics • Podcast • Other:
Mid-Range Content	What do you currently offer? • Membership site • Group coaching • Home-study courses • Online summits • Other:
High-End Content/Programs	What do you currently offer? • One-on-one coaching • VIP days • VIP exclusive weekend retreats • Other:

Refer to this visual to understand that you attract your tribe by offering free stuff but they stay and become loyal fans by purchasing your mid-range products. You can have more levels in your funnel than this indicates; just know that to keep people in your funnel, there should be a natural, slow progression to products that make sense in their journey.

Free Stuff

Mid-Range Price

High-End Price
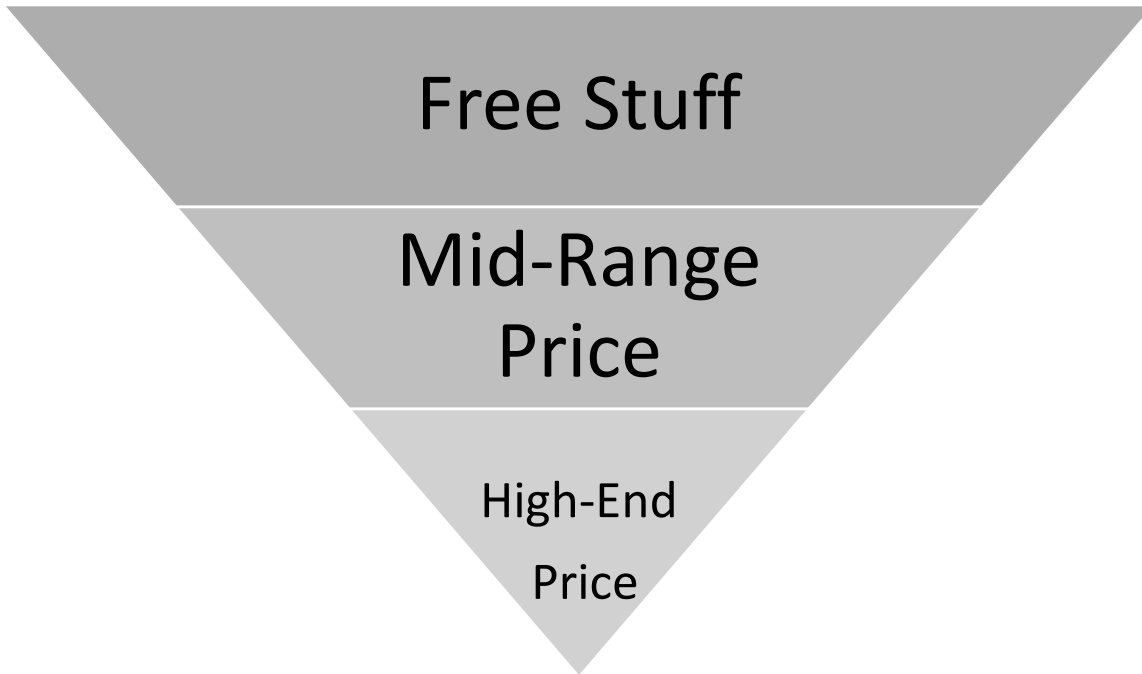
WORKSHEET: RESEARCH EMAIL SERVICE PROVIDERS

Use this worksheet to gather information about various email providers.

Popular Providers	Pricing
1. Aweber 2. Convert Kit 3. Active Campaign 4. Get Response 5. Other:	• Monthly or annual pricing • How does price change as I accumulate more subscribers? • Can I have multiple lists? • Am I charged twice if the same person is subscribed to two of my segmented lists?

Other Questions	
• Do they have list segmentation?	• Is there a free trial?
• How? Multiple lists or tagging?	• Is the dashboard easy to use? Intuitive?
• What are their deliverability stats?	• Are there training videos?
• Do they offer attractive templates?	• Am I locked into a contract?
• Do they offer assistance moving my list(s) if I am currently with another provider?	

Other Notes

WORKSHEET: LEAD YOUR AUDIENCE TO YOUR WEBINAR

First, integrate your chosen email provider with your webinar platform. Then schedule autoresponder messages that new subscribers will receive.

Use this worksheet to plan an email funnel that tells your current audience about your webinar.

1	• Email your current subscribers & social media followers about the webinar
2	• Direct them to the registration link
3	• Schedule autoresponder messages to send after they subscribe

Craft an Email about the Webinar
Autoresponder Message 1
"Thank you for registering!"

Autoresponder Message 2
Webinar reminder #1

Autoresponder Message 3
Webinar reminder #2

WORKSHEET: GETTING YOUR ATTENDEES TO YOUR PRODUCT

Use this sample email funnel after the webinar to remind attendees about your product.

Thanks for Attending the Webinar
Include info about webinar replay (optional)

Autoresponder Message 1
Reminder about bonuses that are expiring

Autoresponder Message 2
Reminder about the benefits of your product and the solutions it offers.

Autoresponder Message 3
Show how your product is different from what's on the market.

Autoresponder Message 4
Product reminder with testimonials

Autoresponder Message 5
Final push

WORKSHEET: LEAD CUSTOMERS DEEPER INTO THE FUNNEL

Customers need guidance about what to do next or they'll forget about your products and move on. Use clear calls to action and guide them to the next logical product.

Autoresponder Message 1
Introduce other products/programs that make logical sense as their next step.

Autoresponder Message 2
Add affiliate offers into the mix. Earn commission without having to create a product.

WORKSHEET: START AN AFFILIATE PROGRAM FOR YOUR PRODUCTS

Recruit loyal fans to make sales in exchange for a commission. With the right affiliate program software, running an affiliate program for your own products will be less complicated.

Research Affiliate Software	Decide on Commission Rates
- Amember - iDevAffiliate - Other:	- Digital products traditionally rate a 50% commission but the choice is yours. - Consider a higher commission for 'Super Affiliates'
Recruit Affiliates	**Add Products & Affiliate Tools**
- Personally ask people you know if they would like to become an affiliate. - For influencers or mentors, consider granting them a higher commission than other affiliates. - People to ask:	- Learn the dashboard of your software or assign to a VA - Add graphics and email swipe files your affiliates can copy and use in their marketing efforts. - Graphic designer contact info: - VA contact info:

How will you keep affiliates motivated?

WORKSHEET: CREATE A FUNNEL FOR AFFILIATES

Stay in touch with your affiliates as well or they might just forget about you, too.

Thanks for Joining My Affiliate Program
Include info about where to find banners and swipe files.
Autoresponder Message 1
Send info about your products and sample marketing ideas.

Autoresponder Message 2
What's new in your business; are you launching any new products they should know about?

Autoresponder Message 3
Remind them to promote free items as they will still earn commission if those people buy anything in the future.

Autoresponder Message 4
Consider running an affiliate competition to keep them motivated.

CHECKLIST: CREATING FUNNELS TO STAY IN TOUCH

- [ ] I understand that if I don't email my lists regularly, they will forget about me and not buy my products.

- [ ] I have a current list of all my content offerings and understand how they fit together in my sales funnel.

- I understand that segmenting my lists into different funnels is wise so I'm not bothering people who aren't interested in my webinar or newest product.

- I am pleased with my email provider and have written autoresponder messages for each of my funnels (to the webinar, to the product, deeper into the funnel).

- I have other products/programs planned for the other levels of my funnel.

- I am open to starting an affiliate program to earn more sales.

  - I understand I need specific affiliate program software to make the process easier.

  - I understand affiliates earn a commission on each product sold and I am responsible for paying those commissions.

  - I understand that affiliates expect to have certain tools available to them for promoting my different products and that I am responsible for creating those tools.

  - I understand that my affiliates will drop me if I don't produce quality products or don't pay them on time.

  - I have autoresponder messages written for my affiliates.

- I understand that for a sales funnel to work, I constantly need to be marketing my business and attracting new prospects.

STEP FOUR: 7 EASY WAYS TO PROMOTE YOUR WEBINAR

Marketing is a never-ending process that requires daily attention if you want to attract a large number of prospects into your funnel. Use these marketing tips in conjunction with your current marketing plan and track which ones yield the best results.

WORKSHEET: WRITE BLOG POSTS TO PROMOTE YOUR WEBINAR

Use the following worksheet to plan out your blog post topics and calls to action that direct readers to your webinar registration page.

Blog Post Ideas	Strong Calls to Action

WORKSHEET: USE SOCIAL MEDIA TO PROMOTE YOUR WEBINAR

Plan out and schedule your social media content as it relates to your webinar. Post only on those platforms you currently use and have a following.

Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7

Day 8	Day 9	Day 10	Day 11	Day 12	Day 13	Day 14

WORKSHEET: EXPLORE FACEBOOK ADS TO PROMOTE YOUR WEBINAR

Set a budget, create an audience with your ideal demographics, write an ad with strong verbiage and an eye-catching graphic. Also explore the difference between Facebook ads and boosted posts. Track which ones perform better.

Facebook Ads	Facebook Boosted Posts
1. Set a budget.	1. Set a budget.
2. Input your ideal demographics.	2. Define your objective.
3. Choose a graphic (check licensing rules)	3. Input your ideal demographics.
4. Use strong words in your copywriting.	4. Choose a graphic (check licensing rules)
5. Set the length of your ad run.	5. Follow the graphic-to-text ratio to reach more people
	6. Set the number of days to boost the post.

Track Your Results	

WORKSHEET: USE VIDEO TO PROMOTE YOUR WEBINAR

Let's not forget about the power of YouTube when it comes to promoting your webinar! Facebook acts a bit wonky when you upload a YouTube video but upload to your YouTube channel and use video in Insta Stories for maximum effect. Remember to interact with anyone who leaves a comment or asks a question. Also consider embedding your videos on your blog, as separate blog posts promoting your webinar.

Brainstorm Video Ideas	Plan a Schedule	Embed in Blog Post
• These videos don't have to be long. • Topics should be related to the webinar topic and/or your paid product.		• Date published?

WORKSHEET: USE FACEBOOK LIVE TO PROMOTE YOUR WEBINAR

Facebook reacts kindly when you use their Live format to record so take advantage of it. Post lives from your personal profile or from your business page. Create different videos for each page. Consider doing video in your Facebook Story, just keep in mind these are super short.

Brainstorm Video Ideas	Plan a Schedule	Cross Promote
• These videos don't have to be long. • Topics should be related to the webinar topic and/or your paid product.	• Personal profile • Business page • Facebook Story	• Share your business page video via your personal profile. • Share your personal profile video via your business page.

WORKSHEET: CREATE A WORKBOOK TO PROMOTE YOUR WEBINAR

Use this worksheet to brainstorm ideas for workbooks you can give away for free to attract people to your webinar.

Workbook Brainstorming Ideas
• What content to include?   • How many pages?   • Don't give away too much of what's in the webinar.   • Fill in the blanks is popular.   • Do you need any illustrations or graphics?   • Include plenty of space for note taking.

WORKSHEET: USE CHECKLISTS AND CHEAT SHEETS TO PROMOTE YOUR WEBINAR

In general, these digital downloads are smaller in size compared to a workbook. These are supposed to be quick, short, and to the point in terms of the content included.

Checklist and Cheat Sheet Brainstorming Ideas
• What content to include? • Don't give away too much of what's in the webinar. • Fill in the blanks is popular. • Do you need any illustrations or graphics?

CHECKLIST: GETTING READY TO PROMOTE YOUR WEBINAR

☐ I understand that active marketing is the only way to get attendees registered.

☐ I understand that I need plenty of time before my webinar date to implement a marketing campaign.

☐ I have multiple blog posts written about subtopics of my webinar with very strong calls to action directing readers to my webinar registration page.

☐ I have a social media content calendar along with pre-written posts and photos all scheduled.

☐ I am prepared to test Facebook Ads and Boosted Posts and I will track which one performs better.

☐ I have video ideas to use for YouTube, Insta Stories, and Snap Chat.

   ☐ I have a plan for when to upload these videos and how to cross promote them.

   ☐ I know how to embed these videos in blog posts so they also publish on my website.

☐ I am prepared to use Facebook Lives on both my personal profile and my business page to promote my webinar.

- [ ] I have a workbook, cheat sheet(s), and checklist(s) created for my webinar attendees.

- [ ] I am ready to host my webinar and sell some products!