
13 KEYS TO KILLING IT ONLINE

Fun Sheet

CONFIDENCE

CONNECTION

CLARITY

COMMITMENT

COURAGE

CONTENT

COPY

CONSISTENCY

CONVERSIONS

CLASS

CONTINUING
EDUCATION

CONTRIBUTION

COMMUNITY

KEY NUMBER ONE IS _____.

Spill It: Let's get it on paper—what is *your* dream business?

KEY NUMBER TWO IS _____.

Spill It: How do you deal with criticism?

KEY NUMBER THREE IS _____.

True or False: It's not necessary to be super-specific about who your audience is and what it is you're providing them when you're first starting out.

True False

Name It & Claim It! Why do you need to have a clear vision for your business?

KEY NUMBER FOUR IS _____.

Fill in the Blank: You should stand _____ with your market.

Fill in the Blank: If you're willing to _____ & _____ you're going to rise to the top.

KEY NUMBER FIVE IS _____.

Define this key. How does it apply to your business and where would a consumer find it?

True or False: It doesn't matter what you put on your website as long as you have something there.

True

False

KEY NUMBER SIX IS _____.

Fill in the Blank: The biggest secret to getting any result in life is _____.

Food for Thought: "For every disciplined effort there is a multiple reward." - Jim Rohn

Spill It: Do you procrastinate when it comes to seemingly small things like blog posts and newsletters?

KEY NUMBER SEVEN IS _____.

Define this key—why is it so important especially when you’re first starting out?

True or False: If you have an amazing blog post but a terrible heading, no one will read it.

True False

Circle everything this key applies to:

Blog Post Titles	Email Subject Lines	Emails	Sales Pages	Sales Videos	All Web Pages
CTAs or Calls to Action	Buy Now Buttons	Product Descriptions	Scripts	Headlines	Articles
Teasers	Titles	Video Descriptions	Customer Service Emails	Autoresponder Sequences	Tweets
Facebook Updates	Webinars	Teleseminars	Instagram Updates	Advertising	

KEY NUMBER EIGHT IS _____.

Fill in the Blank: Getting someone to sign up for your list is your _____ .

Let’s Do Some Math:

Number of Actions Taken ÷ Your Total Number of Visitors = _____ .

KEY NUMBER NINE IS _____.

Why is this key so important to business success?

What are some ways you can ensure people feel safe doing business with you?

KEY NUMBER TEN IS _____.

Fill in the Blank: The secret to being the _____ in the world at what you do is making it about what you can _____ versus what you can _____.

True or False: It doesn't matter what you do for others—the most important thing in business is making money.

True False

KEY NUMBER ELEVEN IS _____.

Spill It: When was the last time you learned something new for your business—what was the experience like?

KEY NUMBER TWELVE IS _____.

True or False: If you want to go far and get there fast, you need a network of like-minded people.

True False

Spill It: Where do you turn for support when you need a little help or guidance?

KEY NUMBER THIRTEEN IS _____.

Why is this key the most important?

True or False: If you want to be a success, you must be committed to delivering massive value and making a real impact in the world.

True False

MARIE'S DIRTY LITTLE SECRET TO MAKING MILLIONS

Fill in the Blank: It's not about what you know or what you sell, it's

Why is it so important to understand what people want and forget about what you *think* they need?

| TITLE MATCH GAME

Below you'll find a collection of real book titles and fake ones that tell you explicitly what the book is about. Match each real title to its boring/confusing/ineffective counterpart.

Skinny Bitch

How to Be Present

Make Every Man Want You

The Law of Attraction

I Hope They Serve Beer in Hell

Thin-Slicing and You

The Secret

Vegan Dieting for Women

Freakonomics

Geoarbitrage for the Masses

Blink: The Power of Thinking Without Thinking

Random Dude Behaving Badly

*The 4-Hour Workweek: Escape 9-5,
Live Anywhere, and Join the New Rich*

Economics for Everyone

To Sum Things Up: What is Marie's Dirty Little Secret really about?

| "When it comes to both money and creativity, there's always more where that came from." — Marie Forleo