

MORE VISIBILITY, MORE PROFITS

WORKBOOK



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More Visibility, More Profits

Take advantage of this workbook to evaluate where your business is today. Follow through with the recommended tasks to take and get a fresh view of your business.

Review Your Business

Are you satisfied with the status of your business with its mission and your clients?

Define:



Who you help?

How you help them?

What do you specialize in?

Fill in the blanks:

"My name is _____ and I am a _____ coach who helps people who _____ to _____."

What/how do you want to become known for: _____

Review your business milestones. Are you still on track?

Fill in the blanks:

What is your Mission?

_____.

What are your core values?

What are your business priorities?

What are your life priorities?

Review your:

- Skills:
- Challenges:
- Gifts:

Write a Title for yourself: "I am {YOURNAME}, {2 – 4-word Title}"(for example: (Sherrie Smith, the Queen of Clean)

Website Review

- Is the design outdated?
- Display of your message on the Home page?
- Is it branded?
 - Logo?
 - Colors?
 - Brand Message?
- Is there outdated information on your website?
- Is it cluttered?
- Does it have the most current, valuable information which represents you well?
- Is there a call to action offering?

Study you top 5 competitors' website.

- Analyze:(put url for each and respond to each of the questions)

- Site #1 Review: url _____
- Is the site cutting-edge?
- What works on the site?
- What does not work?
- Site #2 Review: url _____
- Is the site cutting-edge?
- What works on the site?
- What does not work?
- Site #3 Review: url _____
- Is the site cutting-edge?

- What works on the site?
- What does not work?
- Site #4 Review: url _____
- Is the site cutting-edge?
- What works on the site?
- What does not work?
- Site #5 Review: url _____
- Is the site cutting-edge?
- What works on the site?
- What does not work?

With the data you have gathered, will you or will you hire someone to update your website?

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Review your Testimonials

Determine past or current clients you would love to receive a testimonial from.

Example of how to approach them (Send an email stating "I will be adding a Client Success section and I would like to feature them, if they want to provide a list of 5 ways I have helped them").

Network

Live Events

- Create a list of potential events YOU can host.
 - ---
 - ---
 - ---
 - ---
 - ---
- Create a live event budget for the year
 - ---
- Register for one or more events featuring your niche mates or people you would like JV with.
 - ---
 - ---
 - ---
 - ---
 - ---
- How will this/these event(s) benefit you? Advance your goals?
 - ---
 - ---
 - ---
 - ---
- ---

- Rehearse and plan ways to interact (What will you say if 'xyz'....)
-
-
- List new habits you can commit yourself to cultivating relationships.

Online Events

- Look for opportunities to give feedback
- Participate in live webinars instead of viewing replays
- Pay attention in Forums and/or Groups you belong to
- Find ways to help your peers/audience.

"I can" _____

- _____
- _____
- _____
- _____



Determine How You Will Increase Your Online Interactions

- Create Videos
- Create Podcasts
- Blog Consistently
- Other Ideas
- _____
- _____
- _____
- _____
- _____

Create a presentation highly relevant to your main message/mission and your audience for use when these items below happen:

Schedule time to write your blogs to keep it from leaving your radar.

- Blog topics should always be relevant to your target market.
- Create resources to your target market.

Be aware of your sharing: write tweets and posts that are originally yours or from processed PLR

Fill in as an unexpected guest on webinars and live events. Have something relevant and readily available to us in these circumstances.

Media Section

Do you have a media page/section on your website? If not, create one 😊



- Should be clear and current information
- Find ways to celebrate your client's successes!
- Edify influencers and JV Partners (Today's peers are tomorrow's JVs)
- Make it very easy for blogger, niche-mates and affiliates to grab and go to promote you
- Facts, photos and other marketing materials should be up to date
- Only use relevant, interesting information
- Include press releases you have had in the past – remember to update
- If you have never sent out press releases, do so:
- Create or find a template
- List the best places you can submit to
- Write press release creation as part of you launches and events scheduled

Local Networking and Speaking Opportunities

Find a Toastmasters in your local area.

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Go to [Toastmasters.org](https://www.toastmasters.org) Attend one that feels like the best 'fit' for you.

- Create public speaking schedule.
 - Look for guest interview possibilities.
 - Volunteer to speak at local event round tables.
 - Create Feedback forms for you public speaking events:
 - Include name, email and checkbox for permission to use their information to contact them in the future.
-
- Create handouts for your signature presentation. Keep these with you, as well as your notes/script, to any event in case you are approached to 'fill in' for event.

Write a Book?

Have you considered writing a book?

*Write positive actions you could take to overcome fears of being an author.
(example: 'Join a Kick Butt Kindle Challenge' or "Write 500 Words a Day")*

Complete each line with your response:

I will write this book because this will:

I will not write a book because:

I will reframe my though patterns:

From: _____

To: _____

Determine how you can/will repurpose content already created to update and use as part of my book:

- Combine blog posts into a book or webinar script
- Break a webinar script or book into blog posts
- Provide an existing, popular template or client worksheet as an incentive

- Other

Action Plan

Brainstorm and finalize your book topic: (use the white space below to write you results of brainstorming.

Decide which niche hero you will approach to write the forward in your book.

Be Committed to Your Book, Should You Choose to Write It

- Is it relevant to your main focus/mission?
- Have people been asking questions about this topic?
- Are people looking for more information on topic?
- Is it something you 'own' – know inside and out?

- Write a letter or make a plan on how to approach people once you complete your book?
- Remember to send the person writing foreword a copy of book
- Be sure when you request the foreword, contain why you would like that particular person to write it for you.

Once you have selected the Foreword Person, keep in mind:

- Their schedule over the next 6 months so they have time to receive and read the book.
- Do they have an assistant or media handler?
- What are their passions and interests?
- What events are significant in his/her life?
- Which projects is he/she launching in the next 6 months?
- How does that tie into your book?

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