



1

CLARIFY

- Uncover your sweet spot
- Define your best strategic positioning
- Draft a powerful internal value statement
- Write website copy that clearly communicates your value
- Internalize an elevator pitch you can deliver naturally

2

REPROGRAM

- Understand the “Better Clients” mindset
- Develop habits and routines that help you grow
- Develop a clear set of values and standards
- Develop a decision-making process that’s aligned with your values & standards
- Identify and clarify your WHY

3

PROSPECT

- Determine the right mix of inbound and outbound marketing for you
- Develop your marketing mix for outbound prospecting
- Create a prospecting plan and schedule you can follow consistently
- Turn prospecting into a habit
- Track your progress and make needed adjustments

4

ATTRACT

- Publish an irresistible lead magnet
- Deploy an email collection method
- Create a front-end productized service
- Decide on (and deploy) your traffic-generating marketing mix
- Drive targeted traffic to your website

5

CONVERT

- Implement an effective and efficient prospect qualification process
- Develop a master fee schedule
- Price and present your services strategically
- Employ an effective follow-up process
- Negotiate and address objections with confidence

6

OPTIMIZE

- Nurture longer-term prospects
- Get more repeat business
- Offer and and land profitable retainer agreements
- Sell high-profit service packages
- Scale your business without adding complexity
- Reduce and prevent burnout