



Profit Acceleration Software™

FOR BUSINESS COACHES

Finds You Breakthroughs Prior To Starting With Your Business Coach

FINDS ANY BUSINESS OWNER \$100,000 IN 45 MINUTES WITHOUT THEM SPENDING AN EXTRA DOLLAR ON MARKETING OR ADVERTISING

LEADS

Leads (or prospects) are the fuel of any business—the first point in the sales process. A business with an effective lead-generation process will dramatically increase their probability of success.

But here's the key to lead generation success – you **MUST** enter the conversation taking place in the head of your prospect. Or another way to look at it is you must answer the number one question on your prospects mind at just the right time.

There are three critical components that will insure that happens for ANY business:

1. Have something good to say (Market Dominating Position & USP)
2. Say it well (Conversion Equation – Interrupt, Engage, Educate, Offer)
3. Say it often (drip campaign – repetitious communications)

Follow this formula, and your leads will skyrocket.

The Conversion Equation contains the elements of **Interrupt, Engage, Educate and Offer**.

The **Interrupt** is your headline – which means it's the first thing someone sees when they visit your website, read any of your marketing collateral... or hear you speak. When someone asks you what you do, it's the first words out of your mouth. That's your headline... and it **MUST** address the problem your prospects have that they don't want.

The **Engage** is your subheadline – which is the second thing your prospects see or hear. It **MUST** address the result your prospect wants but doesn't have.

The **Educate** is the information you provide... either verbally or in writing... that presents evidence to your prospects that you and your product or service are superior in every way to your competition.

Finally, the **Offer**. You **MUST** create a compelling offer that makes it so irresistible your prospects can't turn it down.

Tell me about your lead generation process.

Do you now, or have you in the past, used any of the following for generating leads:

Print advertising (newspaper, magazine, trade journals), radio, TV, email, SEO, online advertising, direct mail, signage, Yellow Pages, flyers, door hangers, tradeshows, telemarketing?

IF NO

Why not?

What would be the impact on your marketing if you could successfully employ 2 to 3 of these simultaneously?

0%

IF YES

Which ones have you used?

Which ones were successful?

Are you still using them?

Hot buttons could also be described as "thorny problems" that are at the forefront of people's consciousness.

An example of a hot button is a daycare knowing "accountability" is foremost in Mom and Dad's minds above all else. Or a business coach knows "results" are critical for small business owners.

Does your marketing target the hot button issues of your prospects?

IF NO

What do you think the hot buttons for your prospects are?

What would be the impact on your marketing if you could accurately target the exact hot buttons of your prospects?

0%

IF YES

What hot buttons do you target?

Are you sure those are the high priority hot buttons?

IF NO

List all the possible hot buttons for your prospects. (then prioritize them)

What would be the impact on your marketing if you did use those?

0%

IF YES

Do you use hot button-targeted headlines and subheadlines in your marketing?

IF NO

What do you use?

Do you follow any proven marketing formula?

IF NO

Does the headline address the problem your prospects have and don't want?

IF NO

Does the subheadline address the result they want but don't have?

IF YES

Does the headline address the problem your prospects have and don't want?

IF YES

Does the subheadline address the result they want but don't have?

IF YES

What would be the impact on your marketing if you could immediately grab the attention and completely engage your prospects?

0%

IF YES

Does your current marketing educate your prospects – either in the marketing itself or by offering them additional information?

IF NO

Do you know the information most important to your prospect's decision-making process?

IF NO

What's a list of the most important information your prospects need to know before they buy what you sell?

Do you know how to write compelling copy?

IF NO

How will you overcome this obstacle?

What would be the impact on your marketing if you could educate your prospects to the point where they would feel like an absolute idiot if they bought from anyone else but you?

0%

IF YES

Does it convey your Market Dominating Position?

IF NO

Does it make your prospect feel that they would be an absolute idiot to buy from anyone else but you?

IF NO

Could it be improved?

IF YES

What impact would it have on your sales?

0%

Now that we've reviewed the foundation for getting leads, it's necessary to capture your prospect's information.

How do you capture the names, addresses and phone numbers of all your prospects?

Do you then use these names in your marketing actions?

IF NO

Why not?

What would be the impact if you did?

0%

IF YES

Do you do it consistently?

IF YES

What has been your best lead generation success to date?

Are you continuing to do it?

IF NO

Why not?

What would be the impact if you did?

0%

IF NO

Why not?

What would be the impact if you did?

0%

How confident are you that you could improve upon your process?

IF NOT

Why not? (If opportunity, ask for impact. Or END.)

0%

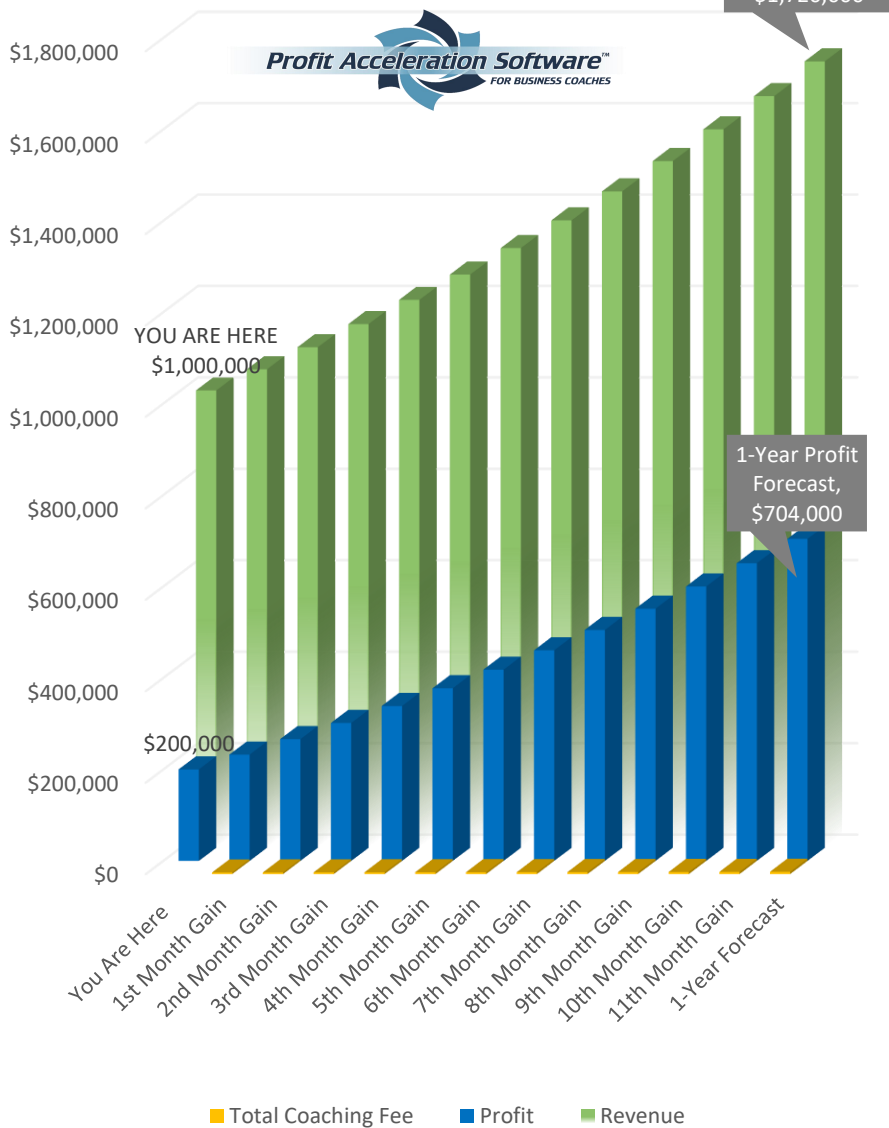
IF VERY

What do you think is your greatest opportunity?

What would be the impact if you did this?

0%

REVENUE & PROFIT PROJECTIONS



■ Total Coaching Fee ■ Profit ■ Revenue

OUR SOFTWARE PROVIDES YOU MAJOR FINANCIAL BREAKTHROUGHS IN KEY AREAS OF BUSINESS GROWTH

- Market Dominating Position
- Strategy
- Trust, Expertise, Education
- Policies & Procedures
- Leads
- Alliances & Joint Ventures
- Referral Systems
- Digital Marketing
- Publicity & PR
- Direct Mail
- Advertising
- Compelling Offer
- Sales Team
 - Sales Manager
 - Compensation
 - Superstars
 - Training
 - Prospecting & Lists
 - Dream Clients
 - Dealing with Decision Makers
 - Closing the Sale
 - Order Fulfillment
 - Buyer's Remorse
- Scripts
- Initial Close Rate
- Follow-up Close Rate
- More Appointments
- Downsell
- Upsell & Cross-sell
- Additional Products & Services
- Reactivate Former Customers
- Increase Frequency of Purchase
- Drip Campaigns
- Increase Prices
- Bundling
- Increase Longevity of the Buying Relationship
- Cut Costs (Variable and Fixed)

AND...

Our Digital Acceleration Software™ also includes these additional areas:

- Content Marketing
- Website Optimization
- Email Marketing
- SEO
- Advertising
- Social Media
- Video Marketing
- Metrics & KPIs

This Mindmap