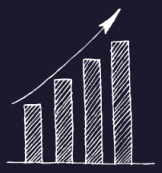




ULTIMATE CHECKLIST *for* INCREASING REVENUE





The Exact Steps to Grow Your Traffic, Sales and Revenue

WMappDigital

PART 1 Plan Your Sales Funnel

☐ Your sales funnel with have four main components:

- Freemium offer (lead magnet).
- Frontend offer (tripwire).
- Foundational offer (core).
- Finishing offer (backend).

☐ Start with your foundational offer and do your market research to determine the best type of product to create.

☐ Once you know your frontend offer, then build your sales funnel around it by inserting other highly related offers that complement and work with the frontend offer.

> *TIP: For best results, choose topics that are not only in-demand in your niche, but also topics you know something about and that interest you.*

☐ Create each of the four pieces above, and then make a plan for expanding your funnel, especially by adding additional freemium offers, frontend offers and finishing offers.

PART 2 Increase Traffic / Leads

☐ Develop a traffic strategy by picking ONE method to focus on first. Learn that method and implement it. Once you're getting good results with one method, add another.

TIP: Be sure your traffic methods are bringing highly targeted visitors (only those interested in what you do / offer) to your website.

☐ Traffic methods to consider:

- Guest blogging
- Blogging
- Search engine optimization
- Viral marketing
- Video marketing
- Social media marketing
- Doing podcasts (interviews)
- Doing your own webinars
- Running an affiliate program
- Doing joint ventures
- Placing paid ads
- Distributing press releases
- Running contests

PART 3 Improve Conversions (Get More Customers)

- ☐ Improve your sales copy (hire a copywriter if you need to).
- ☐ Choose narrowly targeted audiences when generating traffic.
- ☐ Be sure you're creating offers that your audience really wants.
- ☐ Build relationships with your audience via a mailing list, as people like to do business with those they know, like and trust.
- ☐ Interact with your audience and build relationships on other platforms, such as social media.
- ☐ Establish your expertise in the niche through:
    - Sharing your credentials.
    - Publishing authoritative, high-quality content.
    - Getting interviewed in your niche.
    - Publishing a book.
    - Doing case studies to prove your expertise.
    - Working with other niche experts.
    - Getting other experts to endorse you.
- ☐ Track and test...
    - Your sales pages, lead pages and other landing pages (e.g., headlines, openers, offers, prices, CTAs, etc.).
    - Your email campaigns (e.g., subject lines, offers, day sent).
    - Your ad campaigns (e.g., headlines, audiences, CTAs).
    - Your content (e.g., content titles, CTAs).

PART 4	Improve Customer Retention

☐ Improve your products:

- Create comprehensive products that solve problems.
- Offer actionable information.
- Sprinkle quick wins throughout the content.
- Be sure the content is engaging and easy to read.
- Add value (such as by adding tools).
- Provide bonuses.
- Focus on outcomes.

☐ Improve relationships with customers:

- Create an onboarding sequence with additional value.
- Continue sending emails over time to build relationships.
- Survey customers to find out what could be improved in your business.

☐ Improve customer service to increase retention:

- Prompt responses.
- Professional service.
- Train staff well.

☐ Improve your website:

- Fast-loading.
- Mobile-friendly.
- User-friendly.
- Accessible for those with impairments.
- No autoplay media.

PART 5 Get More Orders / Repeat Purchases

- ☐ Create more products to add to your sales funnel.
- ☐ Create special offers to send to your customers. Examples:
  - BOGO
  - Buy one, get one at a discount.
  - Flash sales.
  - Coupon sales.
  - Holiday sales.
  - Referral discounts.
  - Loyalty discounts.
  - New customer offers.

PART 6 Outsource to Grow Your Business

☐ List all the tasks you do (or plan to do) to grow your business.

☐ Determine which tasks you should outsource based on:

- You don't know how to do the task.
- You're not skilled at doing the task (poor end result).
- You don't have any interest / you don't like the task.
- You don't have time to do the task.

☐ Examples of tasks you can outsource:

- Affiliate management.
- Social media marketing management.
- Creating sales letters and ads.
- Designing graphics.
- Writing blog posts.
- Crafting autoresponder sequences and other emails.
- Creating products.
- Video productions.
- Creating slide-share presentations.
- Developing your website.
- Search engine optimization.
- Market research.
- Customer service.

(And similar tasks – write down the tasks you want done.)

- [ ] Places to find freelancers:
    - Freelancing sites such as upwork.com, fiverr.com, guru.com, peopleperhour.com and freelancer.com.
    - Search Google for specific types of freelancers (e.g., “hire ghostwriter”).
    - Ask colleagues for recommendations.
    - Ask your network for recommendations.
- [ ] Be sure to research any potential freelancer to ensure they’ll create quality work on time.
- [ ] Create a detailed project brief for all your freelancers and encourage them to ask any questions they may have.

PART 7 Increase the Avg Amount Customers Spend Per Transaction

☐ Create cross-sells and upsells for your order form.

NOTE: An upsell is a "deluxe" or upgraded version of the product the customer is purchasing. A cross-sell is a related offer.

For example, if someone was purchasing a membership, you could offer:

- *An Upsell: Persuade customer to upgrade from "Silver" membership to "Gold" membership.*
- *A Cross-sell: A related report, video, app, coaching or other product or service to help the customer get better results.*

☐ Create OTOs (one-time offers) to increase urgency and conversions.

☐ Raise your prices.

TIP: Be sure to track and test any changes you make. You may be surprised to find that raising your prices not only generates more money per order, but also creates better conversions and more customers. That's because some people judge the quality of an offer by its price, so they equate higher prices with better quality which boosts your conversions.

☐ Create higher-priced products.

☐ Frame cross-sells and upsells in the right way (focus on the upsell price, not the total price).

☐ Create order-form offers that work with the main product to get faster, easier, and / or better results.

☐ Optimize your order form for maximum sales.

PART 8	Take Consistent Steps to Grow Your Business

- ☐ Understand that you need to take consistent steps each week in all four areas of business growth:
    - Increasing traffic / leads.
    - Increasing customers / conversions.
    - Increasing per-order transaction amount.
    - Increasing repeat purchases.
- ☐ Create a weekly plan where you do something every day in each of those four areas. (Note: If you're doing big tasks, then you may only do one task per day in one of those areas, but over the course of the week, you should take steps to increase growth in all four areas.)

If you enjoyed learning about these strategies, then you're going to want to get access to the full Digital Business Growth Kit.



It dives deeper into actionable strategies specifically designed to increase revenue for your digital business by converting more prospects into buyers, generating more repeat sales, and getting more money on every sale.