WOOWORKSHEET

create a system to attract & convert new leads

Don't Wing It

I understand that success doesn't just happen, so I promise myself to spend time every week working on my marketing system: *add day & time*

Know Your Person

I will define my top ideal client so I can focus, focus, focus!

Avatar I: *add name*

demographics & psychographics:

their frustrations: 1)   2)   3)

i can find my clients: 1)   2)   3)

main message:

Avatar 2: *add name*

demographics & psychographics:

their frustrations: 1)   2)   3)

i can find my clients: 1)   2)   3)

main message:

Be Yourself

I will stop trying to sound like everyone else and hiding my true self.

top three things that make me/my business unique:

1)

2)

3)

people should choose me over my competitors because:

Offer Something Valuable

I will create a piece of content or an event to solve **one** problem my client has.

problem I will solve:

it will provide ☐ training or ☐ tool

type : ☐ blog   ☐ blog   ☐ video   ☐ checklist   ☐ webinar   ☐ workshop

steps to make this happen:

1)   4)

2)   5)

3)   6)

Own Your stuff

I will not be a slave to the fickle algorithms of social media and Google. Here is my plan to take back control:

☐ i will create a website on my own domain name (no lead pages, click funnels etc)

☐ i will use my website as my online home with everything pointing back to it

☐ i will make sure i won all my assets (domain, Gsuite, Google-my-business etc)

☐ i will use 3rd party softwares in a way that doesn't rob me of any SEO traction

Provide a Clear Pathway

I will know what I want people to do and guide them along the journey.

Campaign A

goal/outcome:

my valuable event/content is: and will be located here:

i will drive traffic to the thing via ☐ free content /SEO ☐ partnerships ☐ paid ads

once people consume the content I will ask them to:

once they take action, they will be directed to:

their contact information goes here:

steps to make this happen:

1)   3)   5)

2)   4)   6)

Campaign B

goal/outcome:

my valuable event/content is: and will be located here:

i will drive traffic to the thing via ☐ free content /SEO ☐ partnerships ☐ paid ads

once people consume the content I will ask them to:

once they take action, they will be directed to:

their contact information goes here:

steps to make this happen:

1)   3)   5)

2)   4)   6)