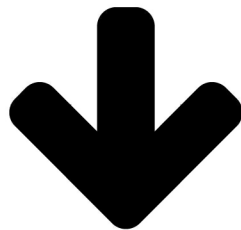




The 1-Page Business Plan



**Make Sure You Print
Your 1 Page Business Plan
Below...**




The 1-Page Business Plan



Scaling A Digital Business To 7-Figures

1


1. Free
2. Entry
3. Premium



ATTRACTION

2


1. Journey
2. Funnels
3. Tools



AUTOMATION

3


1. Conversion
2. Free
3. Investment



ACQUISITION

4


1. Email & Bots
2. Social Media
3. Phone



COMMUNICATION

5

1. Loss Leader
2. Break Event
3. Lifetime Value



MONETIZATION

1

Attraction

Purpose: To bring people into your brand's ecosystem.

Attraction is setting up the ability to attract people to your business. Just like in other aspects of life, whether it be forming relationships or finding a job, we do our best to attract the right people into our lives.

To effectively draw people into your business, there are three things that you need to do.



Free

Purpose: To get your audience to make a small, risk-free commitment to you to give you the opportunity to prove your value.

Offering something for free is the **easiest way** to bring someone into your business. If you think about your own life, you'll notice that businesses around you are doing this all the time.



For example, you get a **free test drive** when you go into a car dealership. When you go into a grocery store, there are often people handing out **free samples** of different types of food.

And they don't do it because they're nice.

They do it because it provides a risk-free way for someone to engage with the business, which then allows the business to prove just how valuable they are.

Once they prove that they're valuable and trustworthy, they can then present an offer to the customer that costs money.

Entry

Purpose: To get your audience to engage with you in a monetary way.



After providing something of value for free, you need get people to make a small financial commitment so that you don't train them to expect everything for free from you.

Imagine for a moment that you go into a coffee shop every day and receive free coffee every single time. **You would be a little bit annoyed if the coffee shop started charging you for your coffee one day.**

That's why you have to train your audience to start engaging with you in a **monetary way**.

However, you don't want to jump from your free offer to something that costs a significant chunk of money. By providing another **relatively risk-free offer**, think in the range of \$10-\$40, you'll show them that opening up their wallet is worth it for them.

Once they've done that and they feel that they've received great value in return, **they'll be more willing to move to your next offer.**

Premium

Purpose: To allow your business to profit and scale.

For any good business to run, you need to be able to afford to market.

Now that you've inspired trust in your audience and have trained them to be comfortable with opening their wallet for you, *you can now offer a product much higher in cost and value than your entry offer.*



This is what we call your **premium offer**, and this offer is what allows your business to profit and scale. The amazing thing is that people will be **HAPPY** to pay your price because they now trust and believe in you.

When you've covered all three of these options, *you'll have the foundation set for an incredibly successful business.*

If you haven't watched the video for this lesson yet, click [here](#) to access all of the videos for this course. If you need assistance getting any of this setup, book a **free** 1-on-1 call [here](#) to work with us personally!

Need Help Setting Up A Strong Foundation To Attract Customers?

The 1-Page Business Plan

Scaling A Digital Business To 7-Figures

1. Idea
2. Entry
3. Planets
1. Journey
2. Assets
3. Tools
1. Conversion
2. Price
3. Investment
1. Email & SMS
2. Social Media
3. Phone
1. Sales Leader
2. Sales System
3. LP/Videos Sales

APPLY TODAY >>

2 Automation

Purpose: To make your processes more efficient and allow yourself to focus on other revenue-generating opportunities.

I'm jealous of entrepreneurs today.

When I was starting out in this industry around 15 years ago, **there were very few options available in terms of automation.** We had to hire people to do a lot of what we're doing today, and doing that adds expenses.



It's now much easier to scale.

These days, you could pretty much automate every single aspect of your business if you wanted to. While you need to maintain the human touch in your business to make your brand relatable, automating certain elements of your business isn't optional; it's mandatory.

Here's what to focus on to increase your revenue

Journey

Purpose: To create a purchasing journey that is logical.

When offering products, you need to think about the products you offer in a logical way. For example, **the salesperson at the car dealership doesn't ask you if you want to purchase an extended warranty for a car as soon as you walk in the door.**



That wouldn't make any sense, and it would probably annoy you.

Instead, they show you some cars you would be interested in, then they offer you smaller upgrades within the car that you choose, and then they offer you the warranty before you sign off on the deal.

In your business, think about how you can construct a logical journey from your free offer to your entry offer to your premium offer. It has to make sense for your customer to keep moving from one offer to the next.

If you can upsell in a logical way that follows your customer's thought patterns, you can make a lot of money.

Funnels

Purpose: To allow your audience to actually go through the logical process of your customer journey.

Funnels are the manifestation of the logical customer journey that you put down on paper.

With funnels, you automate and logically offer upsells and downsells to people once they've signed up for their free product.



The start of your first funnel is your free offer, then the logical upsell to your free offer is your entry offer, and then the logical upsell to your entry offer is your premium offer.

As you create more and more products, your funnels will also increase in complexity. You'll be able to offer multiple upsells and downsells, for example.

The entire point of your funnels is to mirror your customer's buying journey and thought process to anticipate what they're going to want next after they purchase (or choose not to purchase) each product.

Tools

Purpose: To help you automate the customer journey process.

Tools are what give you the ability to actually make this all happen.

We're talking about page builders, autoresponders, communication tools, and anything else that helps you map out and execute your customer journey.

Luckily, there are hundreds, if not thousands, of tools out there available to you to help you automate a lot of what we're talking about.

However, the specific tools that you need **depends on several things:** your niche, your products, your price points, and so much more. The important thing *is to choose the right ones for you and your business.*

If you need help deciding which automation tools are right for you, book a [free](#) 1-on-1 call here to work with us personally!

Also, don't forget to [watch the videos for this course](#) to get ALL of the value from this course



Convert Visitors Into Paying Customers Using Both Free & Paid Methods...



ACQUISITION



[WATCH VIDEO #2 NOW >>](#)

3 Acquisition

Purpose: To turn visitors into paying customers.

You've probably heard the old saying, "build it, and they will come."

When it comes to building a business, that's pretty much the worst advice that anyone could ever give you.

Doing that in the online space would be like setting up a shop in the back of an alley, opening your doors, and being disappointed when nobody comes into your shop.

The world of business is so crowded that ***you have to make a concentrated effort to build and audience and convert them into paying customers.***

To do that, keep these three elements in mind.

Conversion

Purpose: To know how many people are completing your stated goal (i.e. giving you their email address, making a purchase, etc.)

If you don't understand any other metric, understand conversion rates. Conversion rates are ***the percentage of visitors to your website that complete a desired goal out of the total number of visitors.***

This could be making a purchase, signing up for your email list, or any other number of different goals that you may have set. You can use conversion rates to optimize basically every single piece of your funnel.

You could have a million people coming to your website, but that doesn't really matter if you're never able to convert those visitors into paying customers.

If you aren't tracking your conversion rates, start now.

Free = Time

Purpose: To bring traffic to your website without spending any money.

People want things for free; that's just human nature. It doesn't matter what it is, they just want to spend as little money as possible while getting the most value that they can.

However, very few things are **ACTUALLY** free.

When it comes to generating traffic to your website, ***the cost of getting "free" traffic is your time.*** You can generate massive amounts of traffic to your website via SEO, social media, and other tactics, but it doesn't happen overnight.

If you aren't willing to invest **AT LEAST** half a year into generating high-quality content on a regular basis, ***free traffic isn't for you.***



Investment

Purpose: To bring immediate, controllable traffic to your website or business.

I personally **LOVE** investment traffic because it gets people to your website immediately, and **YOU** control it.

It's the single fastest way to grow your business.

And the best thing? If you know how to track your data, it's pretty much impossible to lose money on these ads.

You can start with an ad spend of as little as \$20 and then scale as big as you want to go from there.

If you need help figuring out **EXACTLY** how to acquire customers, book a **free** 1-on-1 call [here](#) to work with us personally!

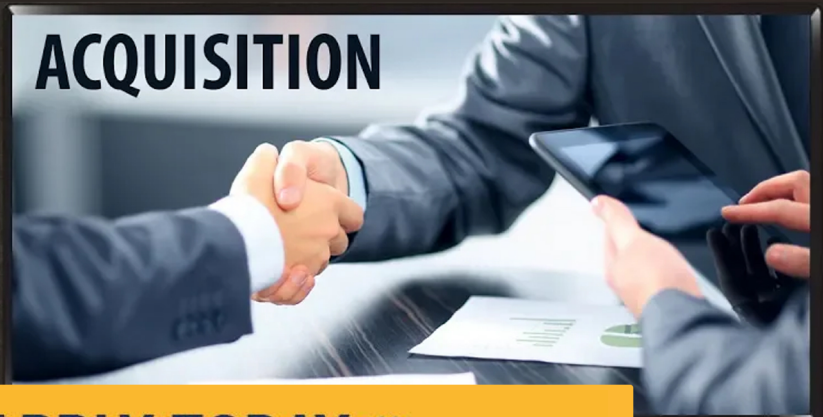
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Let Us Help You Build Relationships With Your Customers...



ACQUISITION



APPLY TODAY »

4

Communication

Purpose: To form a relationship with your audience.

How long would any relationship in your life last if you never communicated with the other person?

If you think for a moment about some of the friendships you had back in high school, you probably know the answer. **The simple reality is that relationships don't last without communication, and it's no different in the business world.**



If you don't stay in touch with your customers, they'll either forget about you or move on to someone who does communicate with them.

Keep your customers around by putting together a strong communication plan that utilizes all of these methods.

Email & Bots

Purpose: To open up a line of communication with your audience that allows you to communicate with them when you want to.

Email remains one of **THE** best ways to form a strong relationship with your customer base. It doesn't matter whether you're a digital business or a physical business; your company **NEEDS** to be using email marketing.



However, there's also a new kid on the block: chatbots.

Chatbots are a super easy way to automate your communication to get in front of even more people than you could have before, and you wouldn't believe the open rates that people are getting with them.

Email and chatbots allow you to get your message in front of your audience when **YOU** want to.

Social Media

Purpose: To help people engage with your brand on their own terms.

If your business isn't on any social media channels right now, you're making a **HUGE** mistake. It doesn't matter what your niche is, there is a social media platform for you.

If your customer base uses Facebook a lot, you should be on Facebook. If they use Instagram a lot, you should be on Instagram. If they use Pinterest a lot, you should be on Pinterest.



You get the point.

Social media is any easy way to make yourself accessible to people, to give them a glimpse as to what going on with your business, and to get your message in front of them at **THEIR** convenience.

Phone

Purpose: To form a deeper, more high-end relationship with your audience.

In a world of increased automation, ***you don't want your business to come off as being too robotic.*** To keep a personal element to your business and to build higher end relationships, open up a line of communication via phone.

Whether you send text messages to update customers on their order or check in with them via a phone call, using phones as part of your communication plan is a great way to humanize your brand.

Just remember that you need to respect people's privacy, so **don't hit them up on their phone constantly.** That will just drive them away.

If you need help figuring out **EXACTLY** how to form a communication plan with your customers, book a free 1-on-1 call [here](#) to work with us personally!

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Need Help On How To Communicate With Your Customers?

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- 1**
1. Idea
2. Entry
3. Products
ATTRACTION
- 2**
1. Journey
2. Funnel
3. Tools
AUTOMATION
- 3**
1. Conversion
2. Price
3. Investment
ACQUISITION
- 4**
1. Email & SMS
2. Social Media
3. Phone
COMMUNICATION
- 5**
1. Sales Leader
2. Break Down
3. Lifetime Value
MONETIZATION

APPLY TODAY >>

5 Monetization

Purpose: To make money

Although some people are a little bit hesitant to sell themselves and their products, the simple reality is that a business **CANNOT** survive without money.

That's just how business works.

If you want your business to survive, you need to get comfortable with selling your products. When you start selling, you need to keep these three things in mind.



Loss Leader

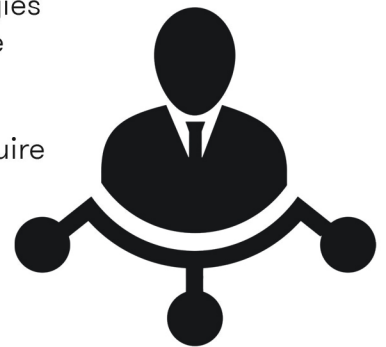
Purpose: To help people engage with your brand on their own terms.

The loss leader strategy is one of the most powerful monetization strategies out there, but you should **NOT** use this strategy if you aren't comfortable analyzing your data.

The loss leader strategy is when a company **takes a loss** in order to acquire a customer.

Even the biggest businesses in the world do this because they know that the lifetime value of the customer is high enough to justify the initial loss.

However, you can't succeed with this strategy if you can't look at the numbers and determine whether taking the loss is worth it. ***If you go into it blindly, you'll be out of business in the blink of an eye.***



Breakeven

Purpose: To know the point at which your expenses and revenue are equal.

To know whether or not your ad spend is getting you to where you want to go, you need to be comfortable with your data.

Specifically, **you should know your breakeven point.**

Your breakeven point is the amount that you have to earn on a sale to offset your ad spend. If you aren't consistently reaching your breakeven point, it's time to reconsider whether or not running that specific ad is worth your time and money.

Once you know your breakeven, it becomes much much easier to scale your business.



Lifetime Value

Purpose: To know the net-profit of a customer over the lifetime of your relationship with them.

The lifetime value of your customer is how much they are worth to your business over the course of their life, and **MOST** businesses are unable to calculate it.

If you're able to calculate the lifetime value of your customers, you then know **EXACTLY** how much you can spend on ads to acquire a customer.

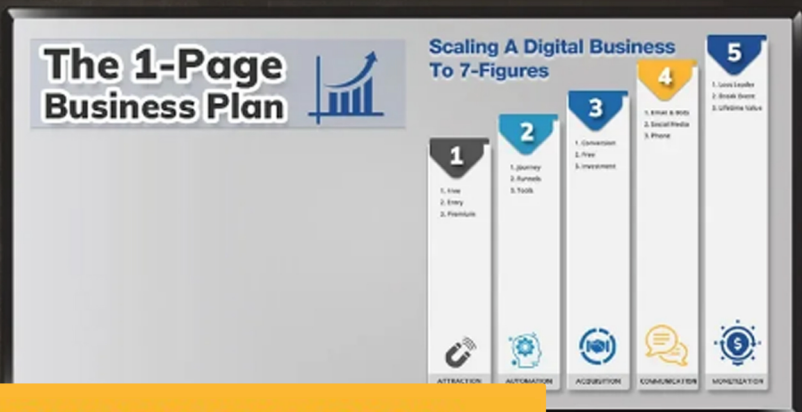
Once you know that, you can easily outbid your competitors because you know how much value a customer will bring to your company over a much longer period of time than everyone else.

If you need help figuring out **EXACTLY** how to monetize, book a free 1-on-1 call [here](#) to work with us personally!

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Did You Learn All 5 Pillars of Building & Scaling a Digital Business?



WATCH ALL 5 VIDEOS NOW >>