

Write Your Website Workshop

*Module 1 Action Plan
& Get it Done Guide:
Website Profit Plan*

Day 2: Lay the financial groundwork

Get it Done Step #1: Look at your current financial reality:

How many clients I'm serving now (avg over last 3 months): _____

How much money I'm making now (avg over last 3 months): _____

Get it Done Step #2: Identify your baseline financial needs:

Mortgage/rent: _____

Transportation: _____

Insurance (health/car/etc.): _____

Gas/AC: _____

Water: _____

Phone: _____

Cable/internet: _____

Groceries/meals: _____

Credit cards/loans: _____

Income tax: _____

Business expenses: _____

Spending cash: _____

Other: _____

Grand total: _____

Get it Done Step #3: Brainstorm your money "wish list" (have fun with this! ☺):

Example:

Charitable giving: \$10,000

Savings fund: \$10,000

Virtual assistant: \$6,000

Advertising: \$10,000

Vacation fund: \$6,000

Daughter savings fund: \$6,000

Gift fund: \$6,000

Investments: \$10,000

Baseline expenses: \$3,000/month (\$36,000/year)

Total = \$100,000 (revenue goal)

Your turn!

Item	Dollar amount
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
	Total = _____

Day 3: Get Real About Your Time

Get it Done Step #1: Look at the reality of how much you're working now

Example:

How many hours per week I work now (avg):	<u>50</u>
Of that time, how much is devoted to marketing:	<u>10</u>
Of that time, how much is devoted to client work:	<u>20</u>
Of that time, how much is devoted to business development:	<u>0</u>
Miscellaneous time doing <u>admin, emails</u> :	<u>10</u>

Your turn!

How many hours per week I work now(avg):	_____
Of that time, how much is devoted to marketing:	_____
Of that time, how much is devoted to client work:	_____
Of that time, how much is devoted to business development:	_____
Miscellaneous time doing _____:	_____

Get it Done Step #2: Identify your time goals

Example:

How many hours per week I want to work:	<u>25</u>
Of that time, how much is devoted to marketing:	<u>10</u>
Of that time, how much is devoted to client work:	<u>10</u>
Of that time, how much is devoted to business development:	<u>3</u>
Miscellaneous time doing <u>admin, emails</u> :	<u>2</u>

Your turn!

How many hours per week I want to work: _____

Of that time, how much is devoted to marketing: _____

Of that time, how much is devoted to client work: _____

Of that time, how much is devoted to business development: _____

Miscellaneous time doing _____: _____

Day 4: Create your website goals

Get it Done Step #1: Identify the gaps between where you are now and where you want to be

Take a look at your current realities of time and money, and give yourself an honest assessment. Where are the gaps? Are you making good money but working more hours than you'd like? Then check the "time" option below. Are you working a lot but still not making enough money? Your option would be "both." Are you finding that you need more money and that, if you're honest, you could probably put a few more hours into your business each week to make it happen? Check the "money" option below. Okay, it's reality check time.

Do you need more:

Money

Time

Both

Get it Done Step #2: Declare your overall website goal

Your overall website goal will likely fall into one of three camps:

- 1) Generate leads for your newsletter list (a.k.a. people who fall into your target market and are interested in the solutions you have to offer, i.e. for a weight loss coach this might be women in their 30s who want to lose 10 pounds or more, would request a free giveaway in return for their contact information)
- 2) Connect with prospective clients (these are the folks who are prime candidates for your group programs and services, and typically your connection would be in the form of them requesting a free consult or quote on a project)
- 3) Sell your products and programs (if your one-on-one services are full, you would likely focus your efforts on selling space into your group programs and home-study programs, to generate income without using more of your limited time)

Based on your selection in step one, you would likely choose:

More money: Connect with prospective clients

More time: Generate leads for your newsletter list, sell your products and programs

Both: Any of the three options would work - choose based on your more pressing needs (whether you most need more time or more money)

Get it Done Step #3: Create your page-by-page website goals

My overall website goal is (generate leads, connect with prospects, sell programs):

My Home page goal is to have visitors (i.e. request my free report, schedule a consultation):

My About page goal is to have visitors (i.e. request my free report, schedule a consultation):

My Services page goal is to have visitors (i.e. request a quote, schedule a consultation, enroll in a program, buy a service package):

Day 5: Design Your 3-Step Profit Blueprint

Get it Done Step #1: Create your Website Profit Plan

Step 1: Freebies, marketing documents such as:

Free reports	Brochures	Teleseminars
Free CDs	Business cards	In-person seminars
Free videos	Flyers	Blog posts
Marketing articles	Press releases	Networking posts

Step 2: Entry level offerings such as:

Ebooks	Training courses
Home study programs	Consultation (free or paid)

Step 3: Higher level offerings such as:

Group training programs	Mastermind programs
One-on-one work with you	Intensive training seminars

Example:

Highest level offering:

Product/service:	Profit:	Time:	# clients desired:
1-on-1 work	\$1,000/client	5 hours/client	4
Totals:	\$4,000/month	20 hours/month	

Step 3: Higher level offerings:

Product/service:	Profit:	Time:	# clients desired:
Group training program	\$250/client	12 hours/month	12
Totals:	\$3,000/month	12 hours/month	

Step 2: Entry level offerings:

Product/service:	Profit:	Time:	# clients desired:
Home study program	\$197/customer	N/A (passive income)	10
Totals:	\$1,970/month	N/A (passive income)	

Step 1: Freebies that I'll use to generate website traffic and leads:

Free report	Blog posts	Teleseminars
Business cards	In-person seminars	Flyers

Total revenues from this plan: \$8970/month (which = \$107, 640/year)

Total hours per month: 32 client hours (8 per week)

Your turn!

Optional: Highest level offering

Product/service:	Profit:	Time:	# clients desired:
_____	_____	_____	_____
Totals:	_____	_____	

Step 3: Higher level offering

Product/service:	Profit:	Time:	# clients desired:
_____	_____	_____	_____
Totals:	_____	_____	

Step 2: Entry level offering

Product/service:	Profit:	Time:	# clients desired:
_____	_____	_____	_____
Totals:	_____	_____	

Step 1: Freebies that I'll use to generate leads:

_____	_____	_____
_____	_____	_____

Total revenues gained from this plan: _____/month (or _____/year)

Total hours works: _____ per month (_____ per week)

Get it Done Step #2: Review your goals

Will my 3-Step Profit Blueprint help me reach my financial goals? ___Yes ___No

Will my 3-Step Profit Blueprint help me reach my time off goals? ___Yes ___No

Does this plan seem realistic and within reach? ___Yes ___No

Does this plan seem DO-ABLE (*without* working myself to death)? ___Yes ___No

Am I ready to do whatever it takes to make the plan work? ___Yes ___No

Does this plan get me EXCITED to get out there and get clients? ___Yes ___No

