

REVENUE GENERATING **Activities**



Step

ONE

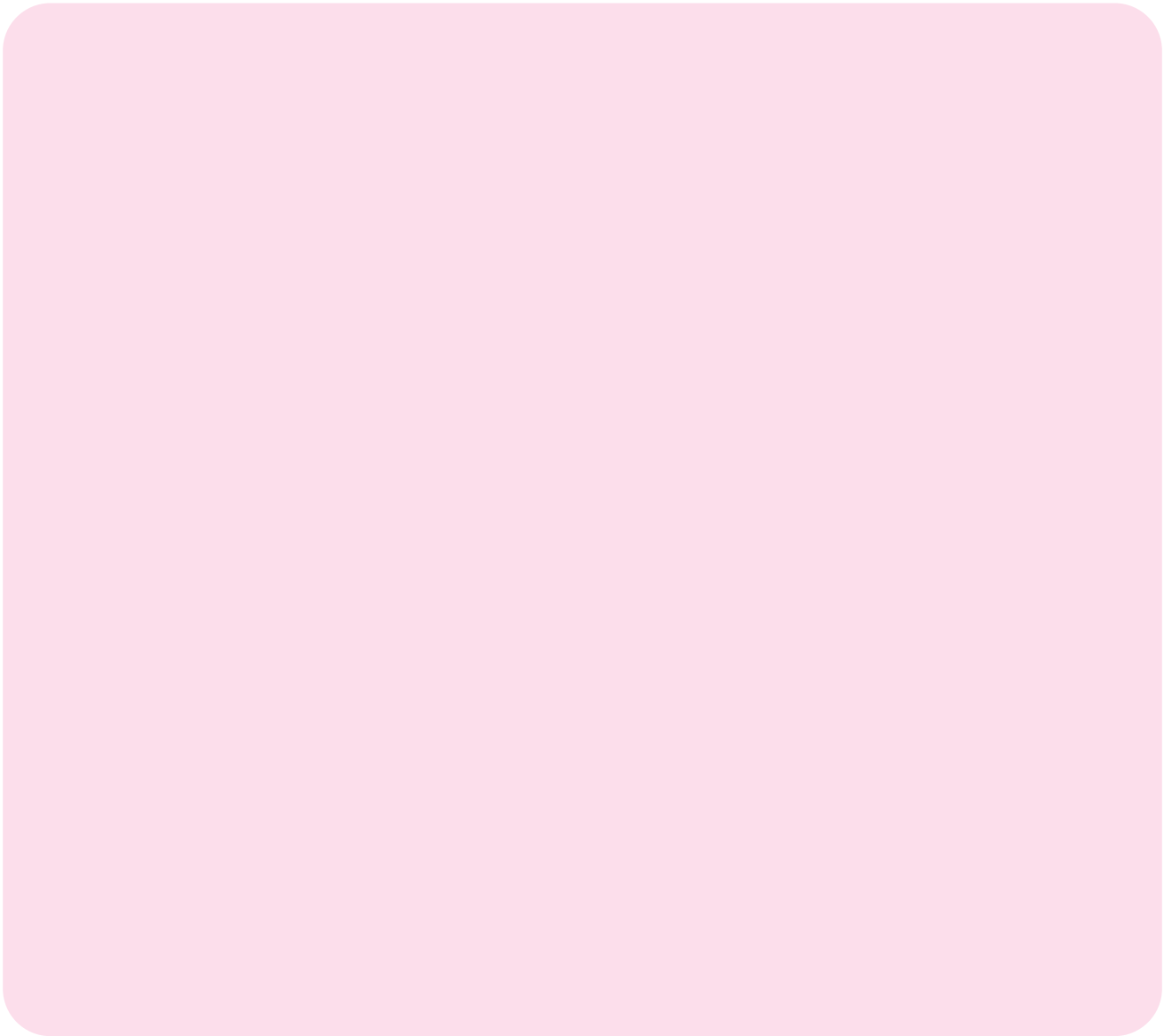


**Decide Which Activities Make
Your Unique Business Boom**

DEFINE YOUR UNIQUE MONEY-MAKING “MIX”

Everyone’s business looks different, so it’s important to define what money-making activities exist in your unique business.

What activities are you doing in your business that directly make you money?



DEFINE THE TASKS THAT DON'T MAKE YOU MONEY

Write down tasks that you do on a weekly basis that don't directly produce income. Decide what to do about each task on this list (delegate or eliminate).

For SOLUTIONS, decide if this task is still a necessary part of your business and how to manage it. Options include: delegating non-money-making tasks; investing in tools to automate non-money-making tasks (like a social media scheduling tool, Facebook ads, or a bookkeeping software); dropping the task completely, or dropping clients that take up too much time for too little return on investment; saying NO to any new opportunities (at least temporarily) that have been proven NOT to lead to more money, or that you don't believe will lead to more money.

Which weekly tasks do NOT earn you money?

TASK	SOLUTION

Step

TWO



Map Out Your Next (Major)
Money-making Offer

What other problems do they have besides the immediate problem you're solving for them?

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What could you help them with after the current problem you're helping them with?

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What do past clients tend to come back to you with questions about after your work together?

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YOUR 30-DAY SOCIAL MEDIA PLAN

Decide what content you're going to post over the next 4 weeks.

Day	Topic	Platform	Date/Time	CTA	CTA Destination
1					<input type="checkbox"/> Sales page <input type="checkbox"/> Link to calendar <input type="checkbox"/> PayPal or payment link <input type="checkbox"/> DM to get more information
2					
3					
4					
5					

Exercise

CREATE A SALES PAGE OUTLINE (OR CREATE THE WHOLE SALES PAGE)

Choose an offer you're either ready to re-launch, or a brand new offer. Start with a sales page outline, then fill it in (either all in one go, or during your "money-making time" each week).

SALES PAGE OUTLINE

HEADLINE

CALL TO ACTION

INTRODUCE
YOURSELF + WHY
YOU CREATED THIS
OFFER

TESTIMONIALS +
SOCIAL PROOF

WHO IS THIS
OFFER FOR?
WHO IS IT NOT
FOR?

Thank You!

We'd love to hear from you! Whether you have a question about our products or services, or just want to provide feedback, we're here to help. Please don't hesitate to reach out using the contact information provided on this page.

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