

8 Profit Activators Worksheet

This worksheet was created to go along with Dean Jackson's **Breakthrough DNA: 8 Profit Activators** report. If you don't already have that get it by going to: www.ILoveMarketing.com
Knowledge is great but nothing will happen in your business until you take action. Start right here, right now!

Your Before Unit

This is the unit of your business in charge of finding, identifying, educating and motivating people to do business with you for the first time.

Activator # 1 – what is the ONE target market you will focus on for now?
Think about our potential customers – which ones are the easiest to target and most profitable?
Which market could you dominate?

Activator # 2 – how can you compel your potential client to call contact you? What's in it for your client? How does your product or service benefit them?
Stop using advertising and marketing that's about you and make it about THEM.

Activator # 3 – how can you educate, and motivate your prospects to meet you? What sets you apart from your competition? What do your prospects need to know to make an informed decision? What's the prompt you are going to use to get them to come and see you?

Your During Unit

This is the unit which delivers the experience people have when they are doing business with you.

Activator # 4 – what are you going to do when they come to you? Presenting your offer in a way that makes it EASY to get started.

Activator # 5 – how do you deliver a dream experience to you client, one that exceeds all expectations? Designing an awesome experience for your clients is fairly straight forward, ask yourself (and your prospects):

- 1) What does everyone LOVE about [insert your category here]?
- 2) What does everyone HATE about [insert your category here]?

Activator # 6 – how can you provide the best after sale service?

Your After Unit

This is the unit in charge of nurturing lifetime relationships with your clients/customers – the people who already know you and trust you. You want them to return and also refer others to your business.

Activator # 7 – how can you keep in touch with your client after they have done business with you?

Activator # 8 – the REAL reason people refer is not as a favor to you, but to make themselves feel good. Do your clients know enough about you to refer you in “high probability” conversations?
