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eLaunchers.com & Digital Marketer Presents Double Your Business Checklists

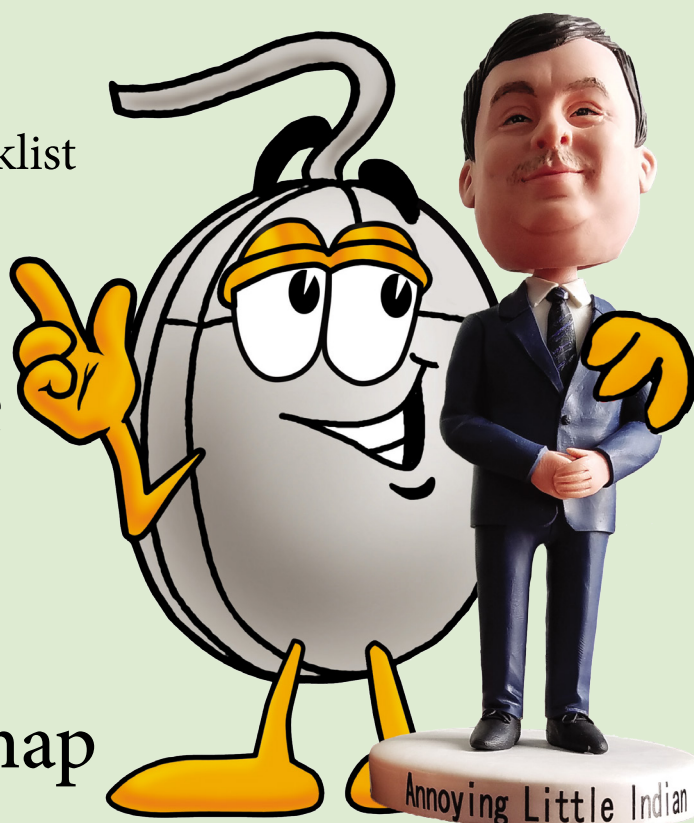
- Customer Value Optimization Diagram
- Digital Marketer Double Your Business 73 Point Checklist
- Lead Magnet Worksheet and Checklist
- 2 Page Marketing Plan
- 16 Point Landing Page Checklist
- 22 Point Offer Optimization Checklist
- Ideal Customer Avatar Diagram
- Before and After Grid Diagram

Let's Meet Online

**SCHEDULE AN
APPOINTMENT TODAY!**



elaunchers.com/mindmap





Have you ever DOUBLED the size of your business in one year?

This happened to us THREE times
and each time it was a life altering experience

Businesses are born very much like human babies. People date, they mate, they become pregnant with the idea of starting a business and one day the business is born. Instantly, it puts you in a parenting mode. You have to feed the baby, nurture the baby and help the baby grow. One day the baby will grow up, graduate and make the parents proud and take care of the family!

Unfortunately, the infant mortality rate in this segment is too high. Most small businesses fail. Most failures are avoidable. The truth is, if you can help a small business survive this initial critical time, the business will probably live a very long life, feed a lot of families and do a lot of good for society.

We doubled the size of our company from 2009 to 2010, from 2010 to 2011, 2011 to 2012 and in 2013 we outsold 2009, 2010, 2011 and 2012 combined. Life has been a journey and a party.

When Digital Marketer declared “Double The Size of 10,000 Businesses” as their anthem, we instantly fell in love with the mission and wanted to be part of this transformation. When you double your business, you can possibly spend more time with your family, spend more money on your family, grow a larger team and help feed their families, do more with charities and (hopefully) do what matters most to you.

One small step, reading this booklet of checklists is one giant leap for your business. This booklet is a compilation of tools and check lists we got from Digital Marketer. If you think you can possibly double the size of your business and join the club of ten thousand businesses who are on a quest to double their size using Digital Marketer principles and tools, I would like to be your guide and this booklet can be our road map to success.

CUSTOMER VALUE OPTIMIZATION

DETERMINE YOUR
PRODUCT MARKET/FIT

CHOOSE A TRAFFIC SOURCE



Facebook
Ads



Twitter
Ads



LinkedIn
Ads



YouTube
Ads



Email
Marketing



SEO



Blogging



Social Media



Adwords

OFFER A LEAD MAGNET



YES!

OFFER A TRIPWIRE



YES!



NO

FOLLOW-UP SERIES



YES!



NO

OFFER A CORE PRODUCT



YES!



NO

FOLLOW-UP SERIES



YES!



NO

OFFER A PROFIT MAXIMIZER



YES!



NO

FOLLOW-UP SERIES



YES!



NO

CREATE THE RETURN PATH

E-mail
Marketing

Blogging

Retargeting

Social
Media

Custom
Audiences

73-Point Double Your Sales Checklist

Get More Customers

- ☐ Report/Guide/Whitepaper
- ☐ Book/Ebook
- ☐ Samples/Trials
- ☐ Quizzes/Surveys
- ☐ Free Consult/Assessment
- ☐ Coupons
- ☐ Flash Sales
- ☐ Podcast
- ☐ Blog
- ☐ Offline Catalog
- ☐ Online Catalog (ecommerce site)
- ☐ Valpack/Moneymailer
- ☐ Physical Gift/Premium
- ☐ Loss Leader Offers
- ☐ Webinars/Teleseminars
- ☐ Live Events
- ☐ Meetup Groups
- ☐ Tradeshow
- ☐ Channel Selling, i.e., Amazon, eBay, etc...
- ☐ Facebook Advertising (Paid)
- ☐ Facebook Marketing (Organic) i.e. Pages/Groups/Events
- ☐ Twitter Organic
- ☐ Twitter Paid
- ☐ LinkedIn Organic (Posts/Groups)
- ☐ LinkedIn Paid
- ☐ YouTube Organic
- ☐ YouTube Paid
- ☐ Instagram
- ☐ Pinterest
- ☐ Search Engine Optimization (Google/Yahoo/Bing)
- ☐ Google AdWords (Search Network)
- ☐ Google AdWords (Display Network)
- ☐ Bing PPC
- ☐ Yahoo PPC
- ☐ Affiliate/Joint Ventures/Referrals
- ☐ Groupon/Living Social
- ☐ Content Syndication
- ☐ Display Advertising Offline (Trade Publications, Magazines, Etc...)
- ☐ Display Advertising Online
- ☐ Direct Mail (for acquisition)
- ☐ Email Advertising (Solos, Newsletter Sponsorships, etc.)

- ☐ Radio Advertising
- ☐ TV Advertising
- ☐ Distributed Sales Force
- ☐ Wholesaling
- ☐ Review Sites (Yelp, Angie's List, Etc...)
- ☐ Optimization Calendar

Get Them To Spend More

- ☐ Immediate Upsells
- ☐ Cross Sells
- ☐ Slack Adjusters
- ☐ Bundles/Kits/ Value Buckets
- ☐ Line Extensions
- ☐ Subscription/Continuity
- ☐ Membership/Association
- ☐ Consulting/Training
- ☐ Customer Appreciation Events
- ☐ Done For You Service
- ☐ Expedited Shipping Offers
- ☐ Warrantees/Insurance
- ☐ Downsells

Increase Buying Frequency

- ☐ Regular Email Newsletter (Daily/Weekly/Monthly)
- ☐ Automated Sequential Email Follow Up
- ☐ Exit Offers
- ☐ Bounce Back Offers/Product Includes
- ☐ Retargeting
- ☐ SMS
- ☐ Loyalty Program
- ☐ Cart Abandonment Follow Up
- ☐ Direct Mail Marketing To Existing Customer Base
- ☐ Outbound Phone Follow-Up
- ☐ Coupon/Gift Cards
- ☐ Newsletter/Magazine (Physical)
- ☐ Customer Appreciation Sales/Offer

Opportunity Score:

 (73 – Total Checked = O.S.)

LEAD MAGNET WORKSHEET

LEAD MAGNET TITLE: _____

DESCRIBE LEAD MAGNET PROMISE BELOW:

TYPE OF LEAD MAGNET:

- | | |
|--|---|
| <input type="checkbox"/> Report/Guide | <input type="checkbox"/> Cheat Sheet/Handout |
| <input type="checkbox"/> Toolkit/Resource List | <input type="checkbox"/> Video Training |
| <input type="checkbox"/> Software Download/Trial | <input type="checkbox"/> Discount/Free Shipping |
| <input type="checkbox"/> Quiz/Survey | <input type="checkbox"/> Assessment/Test |
| <input type="checkbox"/> Blind/Sales Material | <input type="checkbox"/> Step 1 of Order Form |
| <input type="checkbox"/> Other: _____ | |

8-POINT LEAD MAGNET CHECKLIST

☐ **Ultra Specific.**

Lead magnets should NEVER be vague or “boiled chicken.” They must offer an ultra-specific solution to an ultra-specific market.

☐ **Shifts the Relationship.**

The best lead magnets do more than inform...they actually change the state and mindset of your prospect so they're pre-framed to engage in future business with your company.

☐ **One Big Thing.**

Everyone wants a “magic pill” or “silver bullet,” so it's always better to make and deliver one big promise as opposed to a lot of little ones.

☐ **High Perceived Value.**

Just because it's free, doesn't mean it should LOOK free. Use professional graphics and imagery to establish real monetary value for your lead magnet in the mind of your visitor.

☐ **Speaks To a Known Desired End Result.**

What does your market REALLY want? If you can figure that out and offer a lead magnet that promises it, they'll gladly give you their contact information (and attention) in return. (HINT: Talk about the size of the holes...not the size of the drill bits.)

☐ **High Actual Value.**

If your lead magnet is all sizzle and no steak, you may get their contact information but you'll lose their attention. To win you must promise AND DELIVER the goods.

☐ **Immediate Gratification.**

Avoid using newsletters and multi-day email courses as your lead magnet. Your market wants a solution and they want it NOW!!!

☐ **Rapid Consumption.**

You don't want your lead magnet to be a roadblock in your sales funnel, so ideally it should be able to be consumed or experienced in 5 minutes or less. (In other words, avoid long, boring ebooks that take days to read.)

2-PAGE MARK

BEFORE

HAVE:

FEEL:

AVG. DAY:

STATUS:

LITTLE VICTORY

STATEMENT

AFTER

HAVE:

FEEL:

AVG. DAY:

STATUS:

SPEED AND AUTOMATION

MARKETING PLAN

POINT OF VALUE

ASSETS

MARKETING CHANNELS

- | | |
|---|--|
| <input type="checkbox"/> Email List | <input type="checkbox"/> Yahoo PPC |
| <input type="checkbox"/> Facebook Ads | <input type="checkbox"/> Bing PPC |
| <input type="checkbox"/> Google AdWords | <input type="checkbox"/> Display/Banners |
| <input type="checkbox"/> YouTube Ads | <input type="checkbox"/> Amazon |
| <input type="checkbox"/> Twitter Ads | <input type="checkbox"/> _____ |
| <input type="checkbox"/> Pinterest | <input type="checkbox"/> _____ |
| <input type="checkbox"/> Instagram | <input type="checkbox"/> _____ |
| <input type="checkbox"/> Blog | <input type="checkbox"/> _____ |
| <input type="checkbox"/> Social Media | <input type="checkbox"/> _____ |
| <input type="checkbox"/> LinkedIn Ads | <input type="checkbox"/> _____ |
| <input type="checkbox"/> Affiliates | <input type="checkbox"/> _____ |
| <input type="checkbox"/> SEO/Organic_ | <input type="checkbox"/> _____ |

16-POINT LANDING PAGE CHECKLIST

☐ **Market Callout.**

Your visitor needs to know they're in the right place, so make sure you call out to them either directly (i.e. Attention: _____) or indirectly with recognizable images and vocabulary.

☐ **Clear and Concise.**

The best landing pages have a single message and make a single offer. Make sure your landing page isn't trying to do too much.

☐ **Easily Understood.**

If a visitor can't figure out what you're offering in 5 seconds or less, you'll lose them. Perform the 5-second test with friends or colleagues and make sure your landing page passes.

☐ **Compelling Headline.**

You need a clear, concise, benefit-rich headline that grabs your reader's attention and tells them they've come to the right place.

☐ **CTA Above the Fold.**

Most of your visitors won't scroll below the fold, so if you're making a free offer, give them a chance to take action without scrolling.

☐ **Contrasting Button Color.**

There's a lot of debate about button colors, but one constant is that the button color should contrast (NOT blend in) with the surrounding design elements.

☐ **Custom Button Text.**

"Submit" is not good enough. Test button text that gives a specific command or speaks to the end result (i.e. "Free Instant Access").

☐ **Social Proof.**

Social share icons, "As seen on" logos, testimonials, or referencing the number of downloads/ subscribers all let your visitors know they're making a smart decision by opting-in.

☐ **Limited Navigation.**

The landing page should incorporate arrows, boxes and other visual cues to draw the eye to the call-to-action area on your landing page.

☐ **Uses Visual Cues.**

The landing page should incorporate arrows, boxes and other visual devices to draw the eye to the call-to-action area.

☐ **Hero Shot.**

Typically an image or graphical representation of the lead magnet will bump conversions, but not always. So start with it as a control, but make a note to test without it, also.

☐ **Limited Form Fields.**

Don't ask for information you don't need! If you only plan to followup via email, just ask for name and email, at most. (In fact, test dropping the name field, too, if you don't plan to personalize your followup messages.)

☐ **Source Congruency.**

The text and imagery on the landing page should match (ideally exactly) the text and imagery that was in whatever ad or creative that brought the visitor to the landing page.

☐ **Brand Consistency.**

You don't have to stick your logo on every landing page, but the overall look and feel should be consistent with your core brand.

☐ **Enable Sharing.**

While landing pages don't typically go viral, some of your more altruistic visitors will click Facebook and Twitter share buttons, so make it easy and obvious for them to do it.

☐ **Visible Privacy Policy and TOS.**

Not only are privacy policies and terms of service required to advertise on some sites (including Google), they're also good for conversions.

22-POINT OFFER OPTIMIZATION CHECKLIST

☐ **#1: The Headline.**

Write 25 headlines pick the best 4 or 5 and test them.

☐ **#2: Product Deliverables.**

Test things like course length, number of modules, memberships, bonuses, etc. for digitally delivered products and size, quantity, shipping option, and bonuses, etc. for physical products or services.

☐ **#3: Graphics (if any).**

If you have graphics above the fold (top 25% of the screen) the first thing you should test is removing them. If you're using pictures of people, test color vs. black and white, male vs. female, old vs. young, ethnicity, etc.

☐ **#4: Sub-headline.**

Write 10 sub-headlines, pick the best 3 and test them.

☐ **#5: Lead.**

If your sales copy starts out positive, test negative, if it starts out with a story, test direct and vice versa.

☐ **#6: Guarantee.**

Test the length of your guarantee... 30, 60, 90 days. Test the wording... if you have a 90 day guarantee test calling it a 3 month guarantee, if you have a 1 year guarantee, test calling it a 365 day guarantee.

☐ **#7: Scarcity.**

Test date driven scarcity (this discount expires on XX/XX/XXXX), test unit scarcity (only XX more available at this price), test using scarcity versus not having any scarcity at all.

☐ **#8: VSL Vs. Long-Form.**

Test delivering your sales message with traditional long form written sales copy versus power point style video sales letter.

☐ **#9: VSL Voice**

If the video sales letter wins, test the "voice" of the video sales letter. Test male vs. female, older vs. younger, accents, etc.

☐ **#10: VSL Speed**

Test speeding up the video by 10% - 15%.

☐ **#11: VSL Volume**

Test lowering the spoken audio volume on your video sales letter to increase engagement.

☐ **#12: STEALTH SECRET**

I would not want to talk about this unless we are having a private conversation

☐ **#13: STEALTH SECRET**

I would not want to talk about this unless we are having a private conversation

☐ **#14: Buy Button Time**

Is your buy (or add to cart) button visible immediately? You should test not hiding this versus hiding it and then test the display time. Test “popping” your button at the call to action, the price reveal at the first big “ahh ha!” moment in your video... If you really know your analytics you can also test popping it just before the point in the video where most viewers leave.

☐ **#15: Buy Button Color**

Orange, Yellow and Green are all good to test... be careful with red though.

☐ **#16: Buy Button Text**

Sometimes getting cute can really cost you... so what do you say? Test things like “Add To Cart” “Buy Now”, “Get Instant Access”... anything but “Submit”

☐ **#17: Headline Above Video?**

Should your headline be the first slide on your video sales letter or be written above the actual video? This will depend a lot on your head and lead... are you going blind?... telling a story?... leading with a big benefit?... Give it a test either way; this can give you a big boost in conversion.

☐ **#18: Background Color**

Black is a good control and will win more often than not but shouldn't be over used... test white, blue and even static images too.

☐ **#19: Auto Play vs. Click-To-Play**

If you're using a traditional direct response video sales letter (not a demo video for software but just a video on a page) auto play will almost always win... However, if your page has other elements and copy you should definitely test this.

☐ **#20: VSL vs. Doodle Video**

Doodle videos are highly engaging, but they don't always out-perform ordinary video sales messages. Once you have a winning video message, though, test it as doodle animation and see if it doesn't give you a bump. (TIP: Usually story-based copy performs better as a doodle than direct sales copy.)

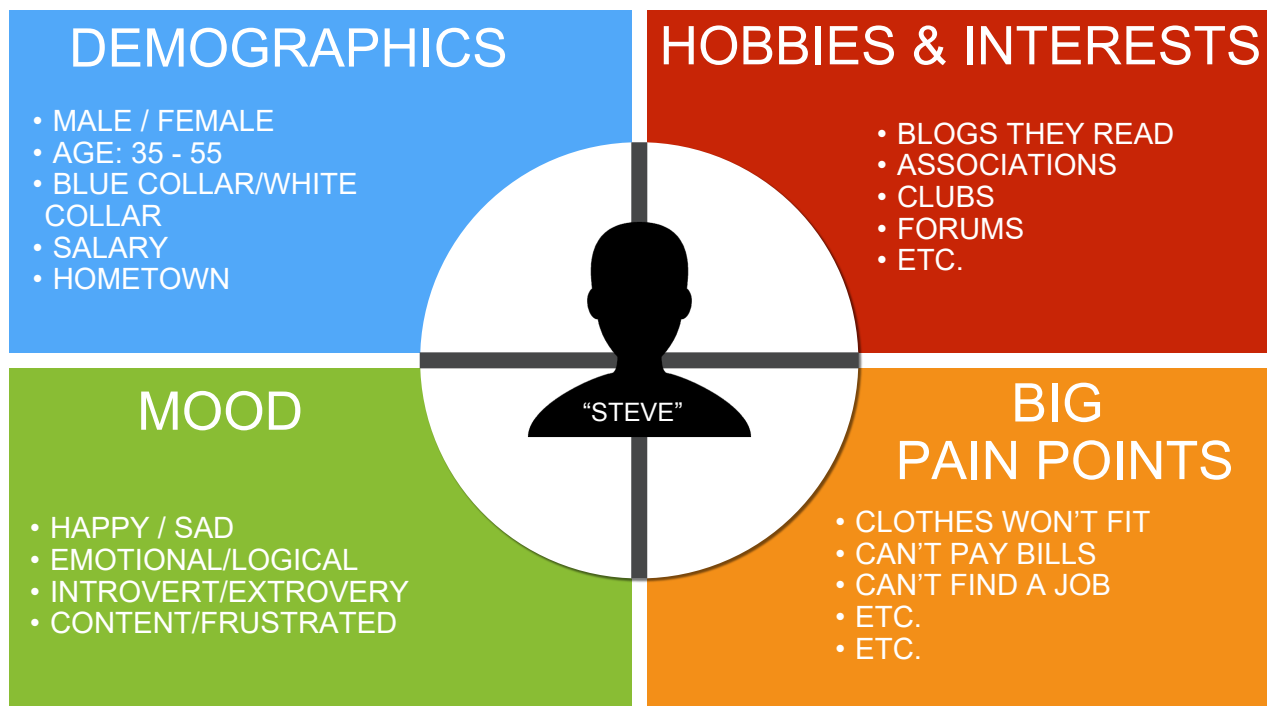
☐ **#21: Options**

It's common to offer multiple levels and pricing options when selling products and services online, but we've found that single-option offers tend to work the best. That's certainly not always the case, though, so test having a Good/Better/Best or Silver/Gold/Platinum vs. a single option to see if you don't get a bump in conversions and/or average customer value.



☐ **#22: Price**

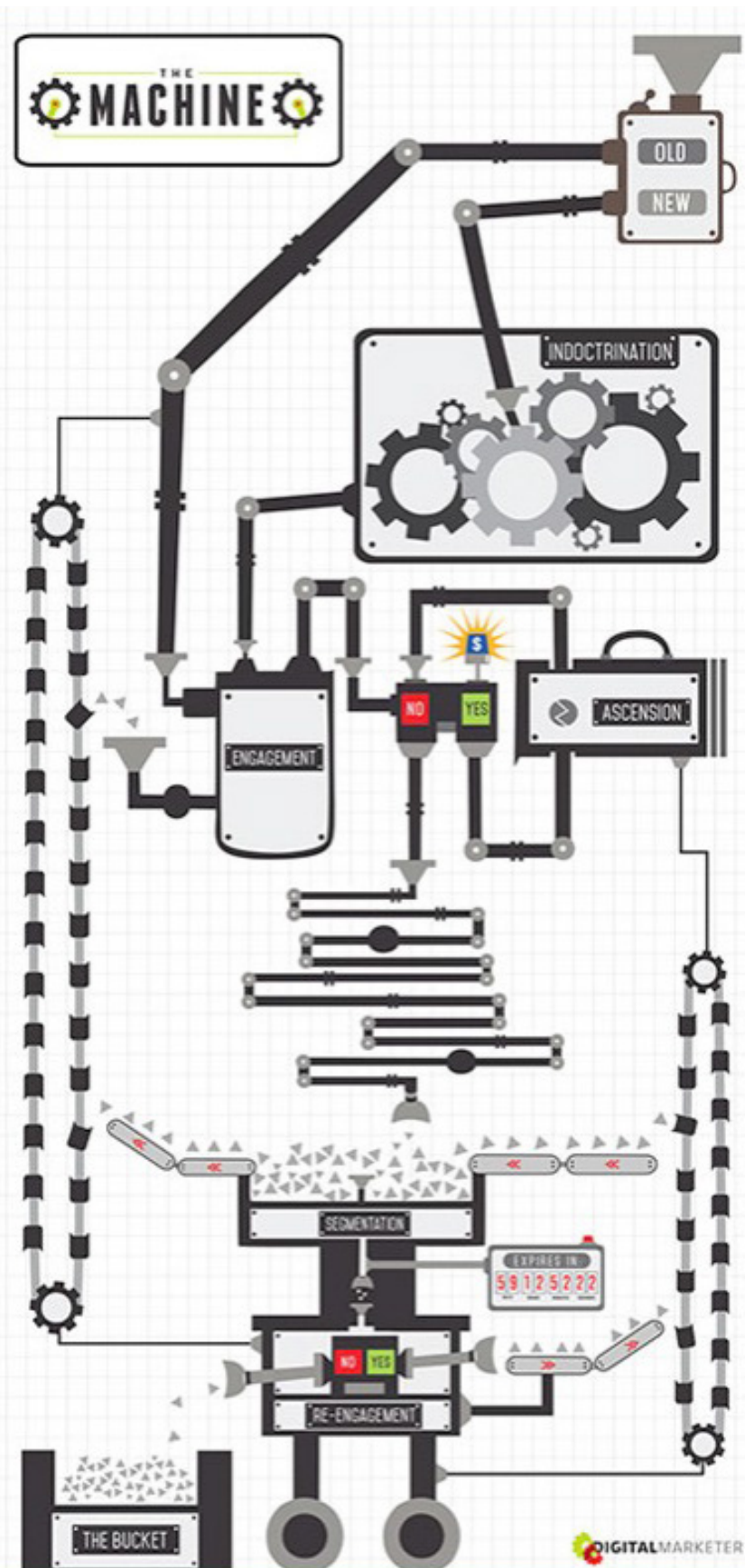
Of all the variables on this list, none will have more impact than price... and that's exactly why we wait until the end to test it. Testing price is simple: Start as low as you can stand and work your way up until you get resistance.

Ideal Customer Avatar Diagram

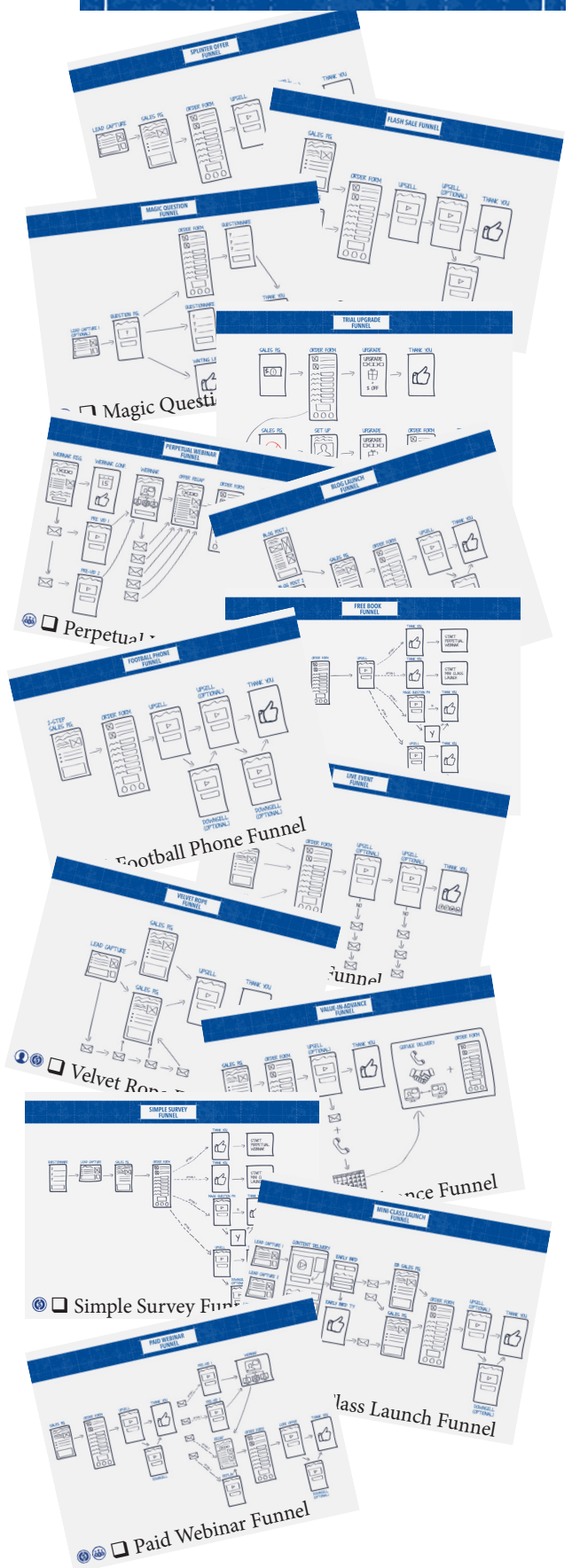


BEFORE AND AFTER GRID

	 BEFORE	 AFTER
HAVE		
FEEL		
AVG. DAY		
STATUS		



FUNNELBLUEPRINT 2.0



☑ Marketing ☑ Sales ☑ Technology ☑ Web ☑ Data

Well, that's the end of the booklet



(and hopefully beginning of our relationship!)

If all you wanted was a road map that can help you grow or even double your business the right way, you got the tools in your hands. I have even made the PDF 'click-able and fillable' so you can use your own mouse to walk on the path Digital Marketer has created for all of us. If you decide to do this yourself, You will need to learn the concepts and get the context. Spend one dollar on a trail membership at **eDigitalMarketer.com**. You can read all about it at <http://www.digitalmarketer.com/customer-value-optimization/>. They even have a whole course and a certification program on this subject. Go to **cvocourse.com** and find out if this is right for you.

But you don't have to do this alone. Let us do this together. For something this important for your business, who do you want to trust? The man or the mouse?

Schedule an online session with me at elaunchers.com/mindmap.

Together we will review the 73 point check list, check off what you are already doing, highlight what you want to really talk about and explore the possibility of working together.

In this booklet I am sharing you EVERYTHING except the 'consultant's journal'. We went through extensive training on how to use these tools, have meaningful conversations, take copious notes and develop a 2 page marketing plan.

If you choose to make a small investment in our relationship, we will not only do the whole exercise together, we will actually help you figure out what is the ONE thing you can do to make a difference in your business today. As a special bonus, we will even build (or optimize what you have built) **response tracking and results monitoring DASHBOARD** so you can keep track of all your data. If you know what part of your marketing is working, it is easy to decide what to turn off and and what to amplify. As Dan Kenedy says: "You need hard facts and data to make good, intelligent marketing decisions".

Be warned, while the fiscal investment is small, the time, energy and thought commitment is non-trivial. You are going to spend multiple hours with us on calls and do some homework in between sessions. This process is not pain free and we don't have means to sugarcoat this. You will have to do your share of work and cooperate with us through the process. **You are not watching this movie, you are in it.**

