

# PROFIT Work Sheet

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## Consider the 10 percent 10X phenomenon

*10 percent of your audience would happily pay 10X more for your product or service.*

*Q: What product or service can I create that will provide the next level of service and help to my customers?*

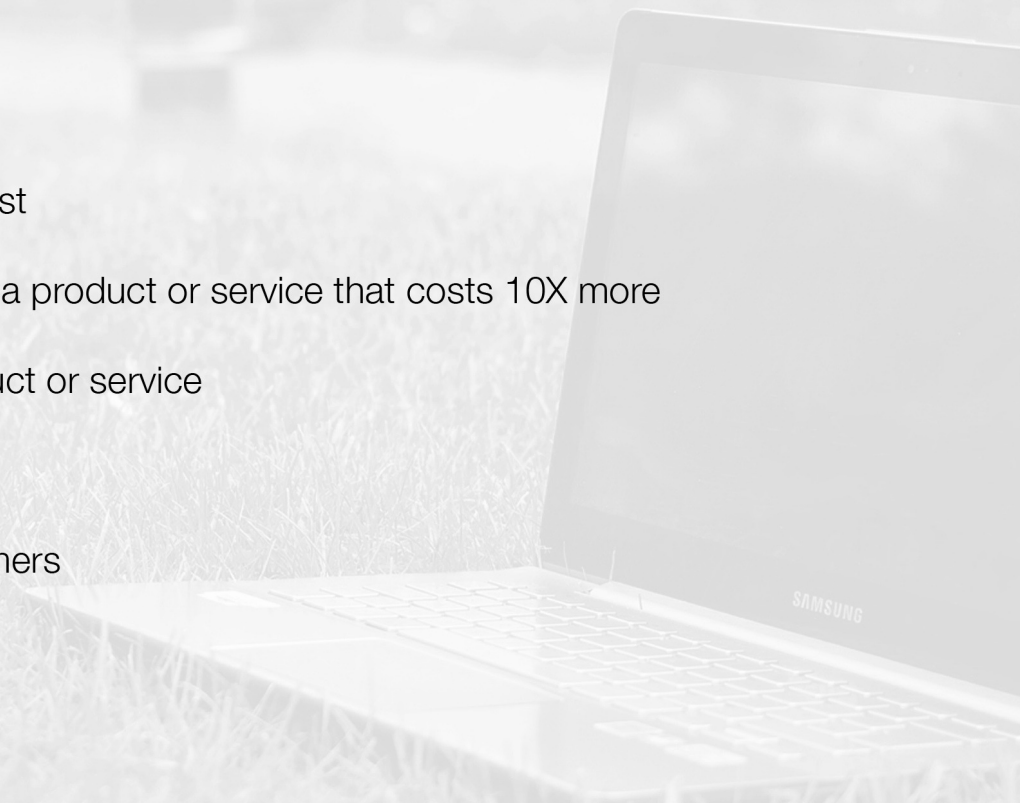
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### Checklist:

- Create a waiting list
- Write the offer for a product or service that costs 10X more
- Create your product or service
- Open the offer
- Email your customers
- Drive traffic



## Be More relevant

List the top 3 types of customers arriving at your home page:

A: \_\_\_\_\_

B: \_\_\_\_\_

C: \_\_\_\_\_

### Checklist:

- Create three sales pages (one for each type)
- Link to the three sales pages from three types on Home page using a chooser
- Tag people with a customized segment when they click on the chooser
- Customize the on boarding experience
- Create grouped email segments to broadcast with more relevancy

## Recurring and retention

These things will help keep customers after the first sale. Have you covered the following:

- Community
- Coaching
- Content

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