

YOUR PROFIT ACCELERATION ROADMAP

Prepared for: Craig Maclean

Your Journey to Profit Acceleration!

First of all, your results are customized, just for you. If you'd like help with any strategy, the bottom of this roadmap will contain a link to book a strategy session with me.

The purpose of this roadmap is to give an overview of the path to take in order to create the maximum amount of revenue and profits in your company in the shortest time possible. You can always refer to the report page to watch the videos, which will help guide your understanding on each strategy.

I'll outline the major strategies you should follow and the impact to be made.

- [COACH NAME], Your Profit Acceleration Specialist

Your Customized Profit Potential

CURRENT REVENUE

\$234,566

PROJECTED REVENUE IN-
CREASE

\$NaN

PROJECTED 5-YEAR REVENUE
INCREASE

\$NaN

EXPECTED ANNUAL GROSS
REVENUE

\$9,651,166

EXPECTED NET PROFIT IN-
CREASE

\$78,169

EXPECTED 5-YEAR NET PROFIT
IMPACT

\$390,845

EXPECTED DD40 REVENUE IN-
CREASE

\$8,981,922

EXPECTED DD40 ANNUAL
PROFIT

\$728,013

EXPECTED DD40 5-YEAR PROF-
IT IMPACT

\$3,534,510

Cut Costs

Here are your cost cutting action steps:

- ✓ Review the video for important reasons why cutting costs is your key to increased profits
- ✓ Dive deeper into possible areas to cut costs
- ✓ Determine best practices
- ✓ Determine your method of implementation
- ✓ Determine your cost cutting details
- ✓ Establish SOPs for continuing success

EXPECTED INCREASE IN
REVENUE

9.1% / \$21,346

EXPECTED INCREASE IN
PROFIT

101.1% / \$21,346

Market Dominating Position (MDP)

Here are your MDP action steps:

- ✓ Watch this video on the power of a market-dominating position
- ✓ Dive deeper into competitive research
- ✓ Brainstorm a new, more powerful MDP
- ✓ Determine the areas to test the new MDP
- ✓ Determine your reasonable expected results
- ✓ Determine your method of implementation
- ✓ Establish SOPs for continuing success

EXPECTED INCREASE IN
REVENUE

0.7% / \$1,642

EXPECTED INCREASE IN
PROFIT

7.8% / \$1,642

Create a More Compelling Offer

Here are your compelling offer action steps:

- ✓ Discover new possibilities of more compelling offers
- ✓ Determine the areas you could test a compelling offer
- ✓ Determine the compelling offer you could add for the biggest immediate impact
- ✓ Determine your method of implementation
- ✓ Determine your optimum method of communication
- ✓ Establish SOPs for continuing success

EXPECTED INCREASE IN
REVENUE

0.8% / \$1,806

EXPECTED INCREASE IN
PROFIT

8.6% / \$1,806

Increase Prices

Here are your action steps for increasing your prices:

- ✓ Review the video on the immediate benefits of increasing prices
- ✓ Dive deeper into pricing decisions
- ✓ Determine the one area to test a price increase
- ✓ Determine your method of implementation
- ✓ Determine your optimum method of communication
- ✓ Analyze your test results
- ✓ Establish SOPs for continued success

EXPECTED INCREASE IN
REVENUE

12.1% / \$28,382

EXPECTED INCREASE IN
PROFIT

134.4% / \$28,382

Create Upsells & Cross-Sells

Here are your upsell & cross-sell action steps:

- ✓ Understand the power of upsells & cross-sells for your business
- ✓ Dive deeper into incorporating upsell and cross-sell opportunities
- ✓ Determine the best possibility to test
- ✓ Determine your reasonable expected results
- ✓ Determine your method of implementation
- ✓ Determine your optimum method of communication
- ✓ Determine your test details
- ✓ Establish SOPs for continuing success

EXPECTED INCREASE IN
REVENUE

0.9% / \$2,185

EXPECTED INCREASE IN
PROFIT

10.4% / \$2,185

Create Bundling Options

Here are your bundling action steps:

- ✓ Review the importance and impact of the bundling strategy
- ✓ Dive deeper into possible bundling options
- ✓ Determine the areas you could test your new bundling options
- ✓ Determine your reasonable expected results
- ✓ Determine your method of implementation
- ✓ Analyze your test results
- ✓ Establish SOPs for continued success

EXPECTED INCREASE IN
REVENUE

1.0% / \$2,404

EXPECTED INCREASE IN
PROFIT

11.4% / \$2,404

Plan Your Downsells

Here are your downselling action steps:

- ✓ Review the video on the power of a downsell strategy
- ✓ Dive deeper into possible downsell strategies
- ✓ Determine the areas you could test downsell strategies
- ✓ Determine the one immediate change for instant impact
- ✓ Determine your reasonable expected results
- ✓ Determine your method of implementation
- ✓ Determine the optimum method of communication
- ✓ Analyze your test results
- ✓ Establish SOPs for continued success

EXPECTED INCREASE IN
REVENUE

1.1% / \$2,644

EXPECTED INCREASE IN
PROFIT

12.5% / \$2,644

Sell Additional Products & Services

Here are your additional products & services action steps:

- ✓ Learn how additional products & services could impact profits
- ✓ Dive deeper into possible additional products & services to offer
- ✓ Determine your method of implementation
- ✓ Determine your reasonable expected results
- ✓ Determine your optimum method of communication
- ✓ Analyze your test results
- ✓ Establish SOPs for continued success

EXPECTED INCREASE IN
REVENUE

1.2% / \$2,909

EXPECTED INCREASE IN
PROFIT

13.8% / \$2,909

Leverage Drip Campaigns

Here are your drip campaign action steps:

- ✓ Review the reasons in the video why a drip campaign is critical
- ✓ Dive deeper into drip campaign ideas
- ✓ Determine the one immediate change for instant impact
- ✓ Determine your reasonable expected results
- ✓ Determine your method of implementation
- ✓ Analyze your test results
- ✓ Establish SOPs for continued success

EXPECTED INCREASE IN
REVENUE

1.4% / \$3,200

EXPECTED INCREASE IN
PROFIT

15.2% / \$3,200

Form Alliances & Joint Ventures

Here are your alliance & JV action steps:

- ✓ Watch the power of forming alliances & joint ventures video
- ✓ Dive deeper into possible alliances & joint ventures
- ✓ Determine the areas you could test new alliance & JV relationships
- ✓ Determine your reasonable expected results
- ✓ Determine your method of implementation
- ✓ Determine your optimum method of communication
- ✓ Establish SOPs for continued success

EXPECTED INCREASE IN
REVENUE

1.5% / \$3,520

EXPECTED INCREASE IN
PROFIT

16.7% / \$3,520

Get More Leads

Here are your action steps to help generate more leads:

- ✓ Review the video for important insights into lead generation
- ✓ Dive deeper into lead generation strategies and tactics
- ✓ Determine lead gen tactics you could implement and/or improve
- ✓ Determine your primary test strategy
- ✓ Determine your reasonable expected results
- ✓ Determine your method of implementation
- ✓ Analyze your test results
- ✓ Establish SOPs for continued success

EXPECTED INCREASE IN
REVENUE

1.7% / \$3,872

EXPECTED INCREASE IN
PROFIT

18.3% / \$3,872

Digital Marketing Campaign

Here are your digital marketing campaign action steps:

- ✓ Review the video for important insights into digital marketing
- ✓ Determine the digital marketing initiatives you will implement
- ✓ Determine your reasonable expected results
- ✓ Determine your method of implementation
- ✓ Determine key performance indicators (KPIs) and metrics to track
- ✓ Establish SOPs for continued success

EXPECTED INCREASE IN
REVENUE

1.8% / \$4,259

EXPECTED INCREASE IN
PROFIT

20.2% / \$4,259