SELL LIKE CRAZY

BONUS RESOURCES

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TABLE OF



BONUS

THE KINGS AUDIT

80/20 PRINCIPLE

"80% of the outputs result from 20% of the inputs"

GOALS

Find in efficiencies and eliminate them, find strengths and multiply them. 80% of your companies revenue is made from just 20% of it's activities. The King's Audit is designed to help you identify these and out source and delegate the rest.

Date	Date
80% Activities=20% Revenue	20% Activities = 80% Revenue
What are the low yielding activities that I'm doing?	What are the high yielding activies that I'm doing?
 Examples Checking emails Running errands Customer support Checking stats Cooking meals Cleaning Writing proposals 	 Examples Making sales calls Following up Collecting testimonials Generating leads Writing sales copy Building sales funnels Shooting videos
Add to Not To Do List:	Add To Do List:

VALUE OF YOUR CURRENT TIME

I work hours per week and I make \$ per	veek.
hours ÷ \$ = hourly rate	

The goal here is to create a list of tasks that you can either delegate or out source for less than your hourly rate. So you can spend more time on the activities that produce revenue and increase your hourly rate. Audit yourself regularly and keep eliminating in efficiencies.

Delegate list	Outsource list
•	•
•	
•	
•	
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TIME ALLOCATION AUDIT

Where does your time get spent each day/week.

Date
5:00 AM
5:30 AM
6:00 AM
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10:00pm	

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BONUS

HALO STRATEGY

THE HALO STRATEGY

"You need to read your prospect's mind. You must be obsessed with their passions, dreams, fears, and desires. Getting to know all this crucial detail is what we call The Halo Strategy. It's the most powerful strategy of them all and the most important to get right!"

ACTION POINTS

Think about the one or two major keywords and search terms people use to search for your products or services.

Search on Google for popular blogs, LinkedIn forums, YouTube comment sections, Amazon reviews, Reddit, Quora, and social media platforms. Go wherever your audience hangs out and congregates.

Look at what your audience is saying and feeling. What are they happy with? What are they unhappy with? Look at their concerns and questions. Notice any themes? Are they banging their head against the wall on the same issue over and over? Pay close attention to the language they're using when it comes to the existing products and services already on the market.

Once you've collected all your information, organise your findings into categories of comments or concerns that appear the most, noting what feelings were most dominant.

Find the gaps or shortcomings in the products or services already out there. This gap is your winning ticket and a way for you to tap into the hearts and minds of your audience.

Download Free Halo Strategy Excel Sheet Now

SELL LIKE CRAZY

BONUS

210 POWER WORDS

That'll Instantly Increase
The Pulling Power Of Your
Lead Magnets

1. Absolutely Lowest	38. Discount	75. Huge Gift
2. Advice	39. Discover	76. Hurry
3. Alarming	40. Easily	77. Imagination
4. Alert Famous	41. Easy	78. Immediately
5. Amazing	42. Edge	79. Important
6. Anniversary	43. Emerging	80. Improve
7. Announcing	44. Endorsed	81. Improved
8. Affordable	45. Energy	82. Improvement
9. Approved	46. Enormous	83. Increase
10. Astonishing	47. Excellent	84. Informative
11. Attractive	48. Exciting	85. Innovative
12. Authentic	49. Exclusive	86. Insider
13. Bargain	50. Expert	87. Inspires
14. Beautiful	51. Exploit	88. Instructive
15. Best	52. Extra	89. Interesting
16. Better	53. Extraordinary	90. Introducing
17. Big	54. Fascinating	91. It's Here
18. Bonanza	55. First	92. Just Arrived
19. Bonus	56. Focus	93. Know
20. Bottom Line	57. Fortune	94. Largest
21. Breaking	58. Free	95. Last Chance
22. Breakthrough	59. Full	96. Last Minute
23. Challenge	60. Fundamentals	97. Latest
24. Colorful	61. Genuine	98. Launching
25. Colossal	62. Gigantic	99. Lavishly
26. Compare	63. Greatest	100. Learn
27. Competitive	64. Growth	101. Liberal
28. Complete	65. Guarantee	102. Lifetime
29. Compromise	66. Guaranteed	103. Limited
30. Confidential	67. Health	104. Love
31. Crammed	68. Help	105. Lowest
32. Create	69. Helpful	106. Luxury
33. Daring	70. High Tech	107. Magic
34. Delighted	71. Highest	108. Mainstream
35. Delivered	72. Hot	109. Mammoth
36. Destiny	73. Hot Special	110. Miracle
37. Direct	74. How To	111. Money

112. Monumental	1
113. More	1
114. New	1
115. Noted	1
116. Now	1
117. Obsession	1
118. Odd	1
119. Offer	1
120. Opportunities	1
121. Outstanding	1
122. Perspective	1
123. Pioneering	1
124. Popular	1
125. Portfolio	1
126. Powerful	1
127. Practical	1
128. Professional	1
129. Profit	1
130. Profitable	1
131. Promising	1
132. Promote	1
133. Protect	1
134. Proven	1
135. Quality	1
136. Quick	1
137. Quickly	1
138. Rare	1
139. Reduced	1
140. Refundable	1
141. Reliable	1
142. Remarkable	1
143. Results	1
144. Revealing	1

145. Revisited

147. Reward148. Safety

146. Revolutionary

149. Sale
150. Sampler
151. Scarce
152. Secret
153. Security
154. Selected
155. Sensational
156. Shocking
157. Shrewd
158. Simple
159. Simplified
160. Simplistic
161. Sizable
162. Skill
163. Soar
164. Special
165. Special Offer
166. Spotlight
167. Startling
168. Strange
169. Strong
170. Sturdy
171. Successful
172. Suddenly
173. Superior
174. Sure Fire
175. Surging
176. Surprise
177. Survival
178. Take
179. Technology
180. Tell Us
181. Terrific
182. Tested
183. The Truth About
184. Timely

185. Today

186. Tremendous 187. Trust 188. Ultimate 189. Unconditional 190. Under Priced 191. Understand 192. Unique 193. Unlimited 194. Unlock 195. Unparalleled 196. Unsurpassed 197. Unusual 198. Urgent 199. Useful 200. Valuable 201. Value 202. Wanted 203. Wealth 204. Weird 205. Willpower 206. Win 207. Wonderful 208. Worst 209. You 210. Zinger