



Opt-in Offers

Incentives to get people to join your list:

- Webinars
- Podcasts
- Ebooks
- Guides
- Checklists
- Templates
- Videos/Audios
- Online Courses
- Apps

Create Multiple Streams of Income

- Membership
- Webinars
- Live Training Programs
- Online Training Programs
- Coaching/Consulting
- Masterminds
- Conferences, tradeshow, events
- Tools & Resource Packages (templates, checklists, forms)
- Licensing/Franchising
- Apps
- Other: _____

Having a great idea is no longer enough. You must have the right channels, streams, tools, strategies, and systems in place to achieve your idea lifestyle. **Is your current mix working for you?** Yes No

“A man who stops advertising to save money is like a man who stops a clock to save time.”

Henry Ford

Tools

The above quote is true today, more than ever before. There has been a huge paradigm shift in running a business in the last few years. The landscape has changed in a way that running a business involves paying monthly or yearly subscription fees for the needed tools. You will not be able to thrive or grow without them. You are probably being bombarded with various options every day. Here are the key things you need to have in place to collaborate and achieve success in today's market:

- Capture and Email Marketing: Constant Contact
- Landing Pages: Instapage / Lead Pages
- Social Media: Facebook, Twitter, LinkedIn, Youtube, Instagram, Periscope, Snap
- Your Website: Wordpress, Blue Host
- Online Training: Thinkific
- Membership Tools: Wishlist and Optimize Press.
- Other _____

Strategies & Systems

- Lead Capture System
- Launch Formula
- Relationship Management
- Follow-up System
- Other _____