



Jennifer

# ACTION PLAN

Discover Your Winning Idea Worksheet

[Business Name:] \_\_\_\_\_ Date: \_\_\_\_\_

## Step One: Isolate the Key Ideal Client Issue

The purpose of the attracting question you put on your website should be to help your ideal client clarify and recognize his own biggest need.

1. What are the questions your ideal client is burning to ask and have answered?

- a. How do I .....
- b. What do I need to .....
- c. Where can I .....
- d. ....

2. Which of these questions is immediate and important to your ideal client?

\_\_\_\_\_

2. What is your easiest and best format for helping your ideal client clarify his or her issue?

- Survey
- Quiz
- Mini Brainstorming session
- Other

## Practical Exercise

### Step Two: Set Up Your Powerful Engagement Incentive

Use your free assistance in your clarifying quiz, survey or mini-brainstorming session to position yourself and show your ideal client how you can help further. (E.g. An online course, paid product, coaching session, package or eBook.)

Incentive Brainstorming Questions	Write your answers here...
<p><b>1.</b> What is the <b>one clear promise</b> you can make that would inspire your ideal visitor to submit her question (or answer yours) - and part with her email contact information?</p>	<p>I can promise .....</p> <p>.....</p> <p>.....</p> <p>.....</p>
<p><b>2.</b> When your autoresponder receives your visitor's response, does what you send her (or provide) <b>fulfill her expectations</b>?</p>	<p><input type="checkbox"/> Yes</p> <p>How? .....</p> <p>.....</p> <p>What does your response give her, do for her or help her to do for herself?</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p>
<p><b>3.</b> Is your help limited to a <b>single, powerful response</b> or tool?</p>	<p><input type="checkbox"/> Yes</p> <p><input type="checkbox"/> No - I need to break down my response to provide a single "taste"</p>

<p>4. How can you best brand your response?</p>	<p>I am using .....</p> <p>.....</p> <p>.....</p> <p>.....</p>
<p>5. What <i>is</i> the next logical step for your visitor? What is she going to want to do <b>instantly</b>?</p>	<p>She will .....</p> <p>.....</p> <p>.....</p>
<p>6. Does your question promise <b>change</b> for the better?</p>	<p>Yes, it .....</p> <p>.....</p>
<p>7. Does what you deliver help your ideal visitor <b>actually take one concrete, real step</b> towards making that change?</p>	<p>Yes, she will be able to:</p> <p>.....</p> <p>.....</p> <p>.....</p>
<p>8. <i>Why</i> and <i>how</i> does your response lead your ideal visitor to the next logical step - your paid <b>package, product or programs</b>?</p>	<p>My response .....</p> <p>.....</p> <p>by.....</p>