



Jennifer

ACTION PLAN

Designing and Creating your Program Quickly and Easily Worksheet

[Business Name:] _____ Date: _____

Step One: Powering Up your List

The best tactics in the world don't work, if you don't actively nurture and grow your list. Use this Action Plan to make sure you stay one track and don't miss any opportunity to increase your reach - to the right clients and customers.

1. Make the most of list building opportunities by...

- Planning and writing your follow up emails along with creating your product
- Anticipating natural opportunities to send emails promoting your current product
- Approaching JV partners whose subscriber base is identical to yours (even though your products complement each other's)
- Making sure you keep emails flowing regularly
- Creating a newsletter filled with high value tips - and offers - including offers for related products that you are promoting as an affiliate yourself
- Putting a sign up App tab (with incentive) on your Coaching Facebook Page

2. Create a regular flow of events that you can repurpose into products - and use to attract JV partners and affiliates. Anticipate:

- Selling the recordings
- Creating an eBook from the content
- Writing blog posts referencing your recordings

Practical Exercise

Step Two: Make the Most of Your Affiliates

Don't just create an affiliate program: Build a community. Actively take steps to ensure your affiliates know you, like you, are wildly enthusiastic about you - and love nothing better than promoting your products.

| Brainstorming Ideas | Pick and choose from these suggestions... |
|--------------------------------------|--|
| 1. Run contests for your affiliates. | <ul style="list-style-type: none">• They don't necessarily have to have "big" prizes - but make sure they are fun.• Use Apps to create contests on Facebook• Take photos and use Instagram and Pinterest to showcase contest results, if graphics or activities are involved• At least once or twice a year, provide a really big prize• Post contest results on your Page to show others what they are missing by not being one of your affiliates |
| 2. Increase the rewards | <ul style="list-style-type: none">• Be generous with commissions• Reward high performers with cash bonuses and a big discount on one to three of your other products• Create a Review blog - and allow top affiliates to upload their reviews• Ask your affiliates opinions via surveys, polls and posts, so you can tailor rewards and incentives to their tastes, needs and desires• Always be ready for interviews and guest spots for your affiliates |

| | |
|---|---|
| <p>3. Make yourself your affiliates' favorite source of income</p> | <ul style="list-style-type: none"> • Write for your affiliates: <ul style="list-style-type: none"> ○ Articles that will be helpful ○ guest posts on their blogs ○ Short promotional content they request • Create a “requests” form in your Affiliate section • Refresh your resources at least once every six months - and add new ones every campaign • Talk to them. <ul style="list-style-type: none"> ○ Hold Google Hangouts ○ Reply and comment on their Facebook posts ○ Give shout-outs on social media • Write about them. If an affiliate has had an amazing achievement or had something of personal significance happen, write an article for your blog, or interview them about it. • Care about them. Make them your focus as much as your ideal customer or client. After all, your affiliates are your ideal customers and clients too! • Be thoughtful and anticipate their needs |
| <p>4. Make your affiliates proud of you</p> | <ul style="list-style-type: none"> • Provide them with top quality resources • Run a top quality blog • Pay them regularly, on time • Praise them, publicly and genuinely • Keep up a professional flow of offerings and appearances • Live your values |