

The **My Online Biz** **Tool Kit**



**The 50-piece toolkit to start, scale and
sustain your online business!**

Tool #1 - The 4 Most Important Things You Must Do To Keep Growing Your Business

When it comes to growing your business, there are four main ways to do it:

- ⇒ Increase Number of Leads
- ⇒ Increase Number of Customers
- ⇒ Increase Transaction Amount Per Order
- ⇒ Increase Purchase Frequency (*Repeat Purchases*)

Your overall growth strategy should implement all four of these methods. And with that in mind, below you'll find an overview of each of these methods along with a weekly schedule that includes a balance of tasks to complete in order to achieve growth in all four areas.

Let's start with an overview...

1. Increase Number of Leads

This is all about generating more traffic and leads to your website, including your lead pages and sales pages. Your tasks here include designing an overall traffic strategy and then implementing your plan. Your traffic plan may include, but is not limited to, activities such as:

- ⇒ Guest blogging.
- ⇒ Placing paid advertisements.
- ⇒ Creating content for your own blog.
- ⇒ Optimizing content for the search engines.
- ⇒ Social media marketing.

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- ⇒ Video marketing.
- ⇒ Starting an affiliate program.
- ⇒ Doing joint ventures.
- ⇒ Distributing press releases.
- ⇒ Creating viral campaigns.
- ⇒ Installing a customer referral program.
- ⇒ Running contests.

And similar – you should create a robust traffic strategy, though you should focus on and implement just one method at a time until you're getting good results.

2. Increase Number of Customers

This method focuses on conversion optimization in order to turn leads into customers. Some of the things you can do to improve conversions include:

- ⇒ Improving your sales copy.
- ⇒ Running irresistible promos (*such as free or low-cost trials, coupons, etc.*).
- ⇒ Testing and tracking your landing pages, content and ad campaigns.
- ⇒ Capturing leads on your mailing list.
- ⇒ Sending content to your list to build good relationships.
- ⇒ Using content marketing to establish your expertise in your niche.
- ⇒ Gathering (*and using*) testimonials, case studies and other proof.
- ⇒ Creating bonuses designed to overcome objections and boost conversions.

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- ⇒ Making your site user-friendly, accessible for all, and easy for people to place orders.

Next...

3. Increase Transaction Amount Per Order

The goal here is to increase the transaction amount for each product in your sales funnel. Some of the tasks you need to do to achieve this include:

- ⇒ Raise your prices.
- ⇒ Create higher-priced products.
- ⇒ Offer upsells on the order form.
- ⇒ Offer cross-sells on the order form.
- ⇒ Offer one-time offers on the order form.

Design membership site levels so that people choose the higher price points (*offer a LOT more value for just a little more money for the top membership level*).

And finally...

4. Increase Purchase Frequency (Repeat Purchases)

The fourth prong of business growth is to increase purchase frequency. In other words, you want your existing customers to make repeat purchases and make them more often.

Here are the types of steps you need to take to increase purchase frequency:

- ⇒ Create subscription / recurring offers.
- ⇒ Add more products to your sales funnel at a variety of price points.

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- ⇒ Create a customer loyalty program.
- ⇒ Install an onboarding sequence.
- ⇒ Send follow-up emails with additional offers.
- ⇒ Embed offers all throughout your sales funnel.
- ⇒ Focus on customer retention strategies (*superb products, superb customer service, etc.*).

Now let's pull all this together into a weekly schedule...

Example Weekly Schedule

Now that you know the four components of business growth, it's time to take steps to achieve growth in each of those areas. Here's what an **example** weekly schedule might look like, where you do tasks from each of the four methods:

Day 1:

1. Increase Leads: Find a guest blogging opportunity and create a blog article.
2. Increase Customers: Send an email to your mailing list to build relationships and promote an offer.
3. Increase Transaction Amount: Add a cross-sell to an order form for one of your products.
4. Increase Repeat Purchases: Plan a new continuity offer such as a fixed-term membership site.

Day 2:

1. Increase Leads: Do keyword research and then optimize your most popular and high-converting web pages for those particular keywords.

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2. Increase Customers: Find a new paid ad opportunity and start a campaign. Be sure to test and track it.

3. Increase Transaction Amount: Track and test pricing on one of your existing offers to see if you can raise pricing without affecting conversions.

4. Increase Repeat Purchases: Create one lesson / module for the membership site you planned on Day 1.

Also, review your data on existing offers to determine when and where people are dropping out of your sales funnel, going inactive, canceling or asking for refunds, and then see if you can spot patterns and determine why it's happening.

For example, if people stop reading your onboarding sequence after three emails, then tweak those emails to make them more useful and engaging, including creating better subject lines.

Day 3:

1. Increase Leads: Find five new marketing partners and send them invitations to join your affiliate program.

2. Increase Customers: Insert a new ad on your blog (*such as a featured product in the sidebar*).

3. Increase Transaction Amount: Design an enticing one-time offer and install on your order form.

4. Increase Repeat Purchases: Create another lesson / module for the membership site you planned on Day 1.

Also, review your customer service protocols to see if you can improve service which improves satisfaction and retention.

Day 4

1. Increase Leads: Plan a customer-referral program (*preferably two-way program*). Research what tools you need to run it automatically.

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- 2. Increase Customers:** Find an optimization expert / copywriter to help you improve your lowest-converting sales letter.
- 3. Increase Transaction Amount:** Add value to one of your existing products (such as adding bonuses) and then increase the price. Be sure to test and track.
- 4. Increase Repeat Purchases:** Create another lesson / module for the membership site you planned on Day 1.

Day 5:

- 1. Increase Leads:** Implement the customer-referral program you designed yesterday.
- 2. Increase Customers:** Find a podcast where you could potentially be a guest expert and get in touch with the host to propose they interview you.
- 3. Increase Transaction Amount:** Create a new product (*such as a report*) that you can offer as a cross-sell alongside one of your products.
- 4. Increase Repeat Purchases:** Create another lesson / module for the membership site you planned on Day 1. (*Continue this for however many days it takes to complete the offer.*)

Conclusion

The above schedule is just an example as are the tasks mentioned throughout this guide. The overall idea is that you want to take consistent steps each and every week to achieve growth in all four of the areas you just learned about.