

# 7 Day Double Your Profit Workbook

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To build yourself a bigger or better business there are only FIVE areas of Marketing and Sales that you should be concerned with...

At ActionCOACH® we call those the “5 Ways”, and massive results are possible by achieving only small improvements in each of these areas...

1. Number of Leads—how many potential clients do you attract?
2. Conversion Rate—how many leads do you convert into clients?
3. No. of Transactions—how many times a year do your clients buy?
4. Average £ Sale—how much do they spend each time they buy?
5. Margins—what is the gross or net margin your business achieves?

6.

This simple but effective system of evaluating your business in terms of marketing and sales efficiency allows us to benchmark where we are right now, select strategies and tactics from the ActionCOACH resources—

strategies that have worked with thousands of businesses just like yours all over the world...

Once you have selected the strategies for your business, we will work on implementing them together and Testing and Measuring the results. Our objective will be to reduce acquisition costs and increase lifetime values of your “A” grade clients to your business