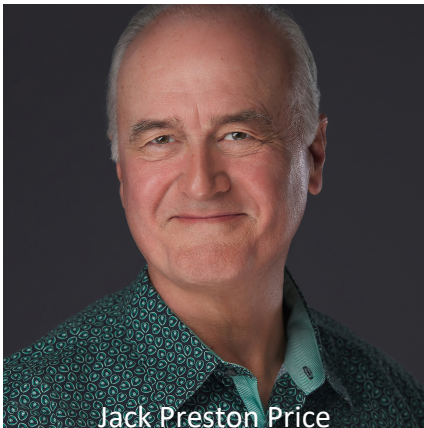


Double Your Sales Roadmap

creating a customized system for growing your business



Jack Preston Price

Often you see internet ads promising to skyrocket your sales overnight. But, these solutions can be hit or miss. Some may produce impressive results, *while others may fail altogether.*

The truth is... there's no one-size-fits-all solution for growing your business. That's because certain marketing techniques may not align with the character of your business or your temperament as a business owner.

My goal is to help you create a personalized growth system that works specifically for YOU.

The roadmap is based on the approach I use with my private coaching clients.

The approach is **principles-based**, meaning it's not based on gimmicky tricks or hacks. Instead, you create a sustainable growth system that delivers both short-term gains and long-term success. There's no need to take a risky gamble that could make you rich or leave you impoverished.

The principles outlined in this roadmap are not new. They have been used by successful businesses for hundreds of years. While marketing fads may come and go, **principles never go out of style.**

At the end of the roadmap, you'll find our one-page **Double Your Sales Scorecard**. *Please print the page and keep it handy.* The tool will help you track your progress and assess what you need to work on to start doubling your sales.

By the end of the exercise, you'll have a clear path for achieving your sales goals.

Enjoy the journey to success.

Jack Preston Price

Business Growth Coach

The 11 Steps of a Typical Marketing Process

To get started, let's talk about how doubling works and why it's so powerful.

The Waterlily Riddle

A man plants a waterlily in his pond. Every day the waterlily doubles in size. After 30 days, the entire pond is covered with waterlilies.

Riddle: How much of the pond was covered by water lilies on day 29?

Answer: On day 29, half the pond was covered by waterlilies.

The Power of Doubling

You've probably heard the riddle before. It illustrates the power of doubling. With every doubling, you double a larger number.

Business growth works the same way. In the startup phase, doubling produces small results. But as sales grow, doubling produces larger and larger results.

How Every Business Grows

The sales history of ANY successful business reveals this doubling pattern.

When John Pemberton invented Coca-Cola, he took it to the local pharmacy and sold it for 5 cents a glass. They sold one glass, then two glasses, then four, then 16, and so on. Today, the company sells \$45 billion worth of Coca-Cola per year. *That's a lot of doubling.*

Of course, there were good years and not-so-good years. But the doubling pattern is still there. Pick any year in their sales history, and you'll find a prior year in which their sales were half.

Doubling Your Sales

How to get from where you are now to where you want to be in the future? Get really good at doubling your sales.

This roadmap outlines the 11 steps of a typical marketing process. To start doubling, you'll need to work on the performance of the 11 steps.

Should you work on all 11 steps at once? No... too confusing. When sales go up, you won't know which step enabled the improvement. And if sales drop or get stuck, you won't know which step is blocking your growth.

Near the end of this roadmap, I outline a simple way to work on those steps one at a time in the right order. But first, let's start by understanding the 11 steps.

Step 1: Define your target market.

GOAL: Increase sales by identifying and engaging with ideal customers who are eager to do business with you.

METHOD: Drive business growth by aligning your sales-and-marketing process with your target customer profile.

OUTCOME: Construct a detailed marketing profile that fully supports and integrates with every sales-and-marketing initiative.

A: Identify Your Ideal Customer

Gain a competitive edge by getting crystal-clear on your target market's distinct characteristics:

- **Demographics:** Identify the traits of your perfect customers to ensure your messages and offers resonate deeply and persuasively.
- **Psychographics:** Align your brand with their heartfelt values and beliefs to make your business more appealing and memorable.
- **Preferences:** Enhance the customer experience by offering personalized and enjoyable interactions that generate more sales and profits.

B: Pinpoint “The Problem”

Build your message around an overwhelming Problem that is commonly experienced by your target market — one that’s important enough to solve by purchasing a **premium solution**.

C: Find Your Tribe

Determine where your target market congregates so you can:

- Optimize your marketing by testing various approaches to identify the most effective methods.
- Streamline your engagement with your target audience to save time and resources while driving leads and boosting sales.
- Maximize your marketing budget through cost-effective strategies that deliver positive results.

D: Your Ideal Customer

Develop a detailed written description of the customers most likely to consume your messages, buy from you, and become raving fans.

Step 2: Engage prospects at their current awareness level.

GOAL: Capture your ideal customers' attention.

METHOD: Connect with their thoughts, feelings, and values.

OUTCOME: Craft compelling marketing messages that resonate, arouse curiosity, and pique the interest of ideal customers at all levels of awareness.

A. Connect with Prospects

Understand people's **self-centered nature** and tailor your marketing accordingly.

To effectively connect with prospects:

- Talk about **outcomes** that are highly desirable and valuable.
- Align your message with prospects' **interests and values**.
- Spark **curiosity** to make them hungry to know more.

B. Discover the Market Awareness Model

Apply the Market Awareness Model to engage prospects based on their unique awareness levels:

- Unaware:** Educate prospects about the **problem** and its significance.
- Problem-Aware:** Clarify various **solutions** and your product/service's role.
- Solution-Aware:** Differentiate your offering and its **unique** benefits.
- Product-Aware:** Highlight competitive **advantages** of your unique offers.
- Most Aware:** Cement your **relationships** by offering loyalty programs, exclusive deals, and high value offers.

C. Capture Attention Effectively

Grab prospects' attention with messages that focus on **benefits, curiosity, and value**. Tailor headlines and rubrics that speak to your ideal customer profile to ensure your messaging **resonates** and captures your target audience's attention.

D. Educate to Motivate

Motivate prospects with educational or discovery opportunities that emphasize the **outcome** of your solution while minimizing potential loss. Identify the smallest, safest next step prospects can take towards their desired solution.

STEP 3: Turn your prospect's attention into interest.

GOAL: Optimize lead generation and customer engagement.

METHOD: Create strong connections and drive better customer relationships.

OUTCOME: Generate more leads, better engagement, higher conversion rates.

A. Target Market

Make a **strong first impression** by adjusting your current approach. Create a lead generation message that:

- Clearly call out to your perfect customer to evoke the response, *“Hey, this is for me!”*
- Provide immediate access to **high-value content** that makes them eager for more.
- Deliver a call-to-action that's benefit-driven and **easy to follow**.

B. Connect & Engage

Discover the captivating formula of headlines that merge **benefits, curiosity, and value** to captivate your audience. Delve into the psychological triggers that fuel engagement and refine your tailored messaging. Elevate your offer with **irresistible value** and intrigue, while utilizing the problem-agitate-solution strategy to address your target market's needs and reveal your offer's transformative benefits.

C. Sustain Interest

- Embrace your role as your customer's **advocate**, using valuable insights to craft a clear, benefit-driven call-to-action to get expert guidance.
- Master landing page **optimization**, utilizing concise pages for high-awareness prospects to home in on your clear value propositions.
- Employ extensive messaging for less-aware prospects or higher commitment offers, ensuring they grasp the full **scope and advantages**.

D. Maximize Conversion

Leverage integrity to build trust and foster authentic connections with prospects. Gain crystal-clear insight into your ideal audience, identifying those who have the **most to gain from your expertise**. Entice further engagement with the promise of exponential value. Craft an **irresistible next step** to guide prospects seamlessly through the conversion process and transform interest into action.

STEP 4: Convert engaged prospects into leads.

GOAL: Skyrocket lead generation and boost customer acquisition ROI.

METHOD: Optimize the lead conversion process to produce high-quality leads.

OUTCOME: Achieve high conversion rates and low cost per lead.

A. Evaluate Conversions

Take a closer look at your lead conversion process and evaluate these crucial aspects:

- How could you do a better job of getting **permission** to follow up?
- What creative methods could you use to increase your **opt-in** rates?
- What would make prospects ready and willing to **share** contact data?
- How could you make your **conversion process** more effective and exciting for both you and your potential customers?

B. Obtain Permission

Focus on obtaining permission from prospects and turning them into leads **rather than** selling your product or service directly.

Encourage prospects to take the first step into your sales funnel and leverage automated selling systems to **streamline the path** from there.

C. Present Value

- Offer **valuable** information or solutions to prospects in exchange for their contact information — such as reports, webinars, training videos, books.
- Focus on the **outcome** of the solution rather than how it works.
- Entice prospects with additional lead generation **incentives** like scorecards, quizzes, checklists, worksheets, calculators, software, or consultations.

D. Optimization Strategies

Utilize **retargeting** strategies to convert prospects into leads, including repeating the offer, presenting an alternate offer, or targeting various levels of awareness.

Measure success by tracking the conversion rate on your lead generation form. Ensure that your **cost-per-lead** remains at an acceptable level.

STEP 5: Nurture leads as they make their buying decision.

GOAL: Strengthen the likelihood that leads will become customers.

METHOD: Nurture leads by providing continual opportunities to buy.

OUTCOME: Entice a higher percentage of leads to become customers.

A. Nurture Leads

- Ignite **curiosity** by nurturing leads with tailored programs that expertly address their pre-sale questions to create an air of anticipation.
- Artfully establish buying criteria that subtly **favor your solution**, guiding prospects towards realizing the unmatched value you provide.
- Capitalize on the potential of top leads to generate immediate sales, showcasing the **magnetic appeal** of your offer.
- Follow up with leads as they become ready to act, striking a balance between persistence and timing, ensuring you're **always on their mind**.

B. Build Trust

To effectively build trust with leads, consider the purchase cycle and **unveil** your business's origin story, driving factors, and customer successes. Educate leads on the market while **guiding** them through the problem, available solutions, and competitive landscape. Spark curiosity by comparing various options, ultimately revealing your solution as the **superior choice**.

C. Engagement Strategies

- Implement **engagement-triggered** follow-up using autoresponders to guide leads through the buying decision.
- Provide **early buying opportunities** for highly engaged leads while continuing to sell and educate others.
- Foster ongoing engagement and education using newsletters, market news, and **value-driven** content.
- Maintain communication with leads and consistently make offers to encourage them to **take action** through re-engagement or retargeting.

D. Advance Nurturing

Elevate your lead nurturing process by guiding leads through the awareness spectrum, while being **pleasantly persistent** in your follow-up efforts.

Concentrate on addressing their needs and answering the all-important "What's in it for me?" question. By consistently presenting enticing offers that encourage action, you'll captivate your leads and spark their curiosity, propelling them toward a decision.

STEP 6: Convert leads into customers.

GOAL: Optimize the process of converting leads into first-time customers.

METHOD: Create irresistible offers tailored based on awareness levels.

OUTCOME: Achieve high conversion rates from lead to first-time customer.

A. Introductory Offers

Assess how well you've structured introductory offers to convert leads into first-time customers and how easy it is for someone to **spend their first dollar** with your business. Success is indicated by a fast speed of first purchase and a high conversion percentage from **qualified lead to first sale**.

B. Irresistible Offers

- Make the first sale easy by creating an **irresistible offer** with a low price, low risk, and low obligation.
- Tailor your offer based on **awareness levels**, using different offer types such as free + shipping, welcome mat, trial, loss leader, self-liquidating lead generation, and selling the bonus.
- Over-deliver by providing a more generous offer, guaranteed terms, bonuses, and delivering more value to make it more appealing.

C. Zero-Day Acquisition

Consider **collapsing the acquisition process** in highly competitive markets by implementing a zero-day acquisition strategy. This approach combines steps 1-6 into **one seamless process** to optimize your sales strategy and stay ahead of the competition.

D. Optimize Your Success

- **Reduce** the amount of time it takes for leads to make their first purchase.
- **Measure** your success by tracking the percentage of qualified leads that become first-time buyers.
- **Enhance** lead conversion by making consistent, irresistible offers.
- **Lower** the threshold for first purchases by reducing, removing, or reversing risks and obligations for leads.
- **Tilt** the scale of value overwhelmingly in favor of your leads.

STEP 7: Ensure consumption and customer satisfaction.

GOAL: Optimize customer satisfaction and business profitability.

METHOD: Over-deliver with expert guidance and exceptional experiences.

OUTCOME: Earn higher customer ratings and lower refund rates.

A. Customer Satisfaction

- Master the art of **over-delivering** on marketing and selling promises.
- Continually **exceed customer expectations** for a lasting impression.
- Create **memorable, remarkable** customer experiences that set you apart.
- Achieve success with **low** refund rates and **high** customer ratings.
- Boost your Net Promoter Score by delivering **exceptional service**.

B. Your "Wow!" Experience

Treat customers like **honored guests**, providing exceptional experiences that exceed expectations. Create memorable moments that foster strong connections and turn customers into brand advocates. Focus on **elevating each touchpoint**, ensuring customers feel valued and well-served throughout their journey with your business.

C. Optimal Outcomes

- **Guide** customers as the subject matter expert, delivering promised results after the sale.
- **Surprise** customers with unannounced gifts, service upgrades, or by enhancing their experience.
- **Streamline** the customer journey, focusing on faster, easier, and more affordable experiences.
- **Optimize** profitability by delivering excellent experiences for less or justifiably enhancing them.

D. Customer Satisfaction

Focus on making your perfect customers extremely happy, keeping in mind that value is subjective, and their satisfaction should be your **#1 priority**. Measure your success by monitoring crucial metrics such as refund or return rates, customer ratings, and Net Promoter Scores, allowing you to continuously refine your strategy and **enhance your customers' experience**.

STEP 8: Build lifetime relationships with customers.

GOAL: Foster customer relationships for long-term business success.

METHOD: Develop innovative ways to keep customers engaged.

OUTCOME: Enjoy customer loyalty, reduced acquisition costs, increased profits, and a thriving long-term business.

A. Customer Communication

- How effectively do you maintain communication **after the initial sale**?
- To what extent do you **show appreciation** for your loyal customers?
- Do you consistently deliver value **beyond** the first purchase and consumption period?
- How successful are you at **bringing customers back** for subsequent purchases?

B. Customer Power

Recognize your customer file's potential as a **valuable asset**. By nurturing existing relationships, you'll **reduce** repeat business costs, **boost** profits, and **foster** loyalty. Investing time and effort in these connections leads to a trusting customer base and long-term business success.

C. Customer Strategy

- Focus on cultivating relationships with customers, making sure their needs and preferences are at the forefront of your **business strategy**.
- Enrich their lives with informative newsletters packed with **valuable** insights, educational content, and **entertaining** elements.
- Organize **remarkable** special events where customers can connect and enjoy a unique experience.
- Demonstrate **genuine interest** by consistently making personalized check-ins with customers.

D. Customer Lifetime Value

Keep your offers front and center by presenting customers with solutions to address — **new challenges that arose from resolving previous issues**. Master the art of **front-loading** and **offer-stacking** to incentivize a second purchase by making it even more valuable than the first. **Expedite the second sale** using sales funnels, next-step offers, and strategic pricing formulas.

STEP 9: Bring customers back for more.

GOAL: Get more repeat business from customers.

METHOD: Understand customer needs and consistently offer valuable solutions.

OUTCOME: Increase customer lifetime value and build a loyal customer base.

A. Always Make Offers

- How well do you know the **next problem** your customers need to solve?
- How **consistent** and effective are you at offering solutions?
- How often do you provide a new opportunity to **receive value** from you?
- What can you do to give customers **more of the same value**?
- What new problem is created by **solving the old one**, and what solutions can you offer?

B. Create Value-Multipliers

Develop offers that deliver ongoing value with a one-time investment, such as:

- Do-It-Yourself (DIY) training.
- Done-With-You (DWY) services.
- Done-For-You (DFY) services.

Combine products or services into a larger bundle to create package offers:

- Product + Product.
- Service + Service.
- Product + Service.

C. Espresso Machine Principle

Some customers are willing to spend more for premium products or services.

Make sure you cater to their needs with **high-end offers**. Also, identify **back-end offers** that your most loyal customers desire but have to seek elsewhere.

Consider partnering with **complementary** providers to deliver even more value and keep your customers satisfied.

D. Benefit-driven Sales Pitches

- Focus on **offer-driven content** without missing crucial sales steps.
- Use **short-form copy** for essential information on low-risk offers.
- Use **long-form** copy for high-ticket offers and complex sales
- Monitor average **customer lifetime value** to assess your strategies.
- Track **average transactions** for insight into repeat purchases.

STEP 10: Turn your best customers into members.

GOAL: Provide ongoing value exchange with your best customers.

METHOD: Create continuity, membership, and community-access offers.

OUTCOME: Enjoy predictable revenue, rapid growth, and a loyal customer base.

A. Self-Assessment

- How well do you move your best customers into **continuity, membership, or community-access** programs?
- How consistent are you at creating **continuous high value** for members?
- How well have you positioned continuity as the **best option** for your core customer group?
- What is your strategy for making your business more attractive to **buyers and investors**?

B. Continuity Opportunities

- News and timely information
- Deals and vouchers
- Buyers' clubs
- Software as a Service (SAAS)
- Service plans
- Ongoing access
- Exclusive experiences
- Recurring value delivery

C. Selling Continuity Offers

- Emphasize **one-time value** delivery through bonuses or welcome packages.
- Highlight specific components of the offer that provide **ongoing value**.
- Use the "**thud factor**" to showcase the value of your continuity offer.
- Market a continuity program as an **add-on** offer.
- Be mindful of **distinctions** between memberships, subscriptions, continuity, and community-access programs

D. Customer Retention

Your marketing efforts secure the initial sale, but it's the value delivery that **drives customer renewals**. By tracking the percentage of customers in continuity programs and the percentage of revenue from continuity billing, you can effectively **measure the success** of your strategies.

STEP 11: Turn customers into advocates and raving fans.

GOAL: Expand your customer base with ideal customers.

METHOD: Set up systems and tools that encourage referrals.

OUTCOME: Earn new business without prospecting.

A. Self-Assessment

- How consistently do new customers come into your business because of **word-of-mouth** or referrals?
- How proactive are you in **cultivating referrals**?
- How effective is your **referral offer**?
- How consistently and effectively do you **educate** your customers on your referral offers, including who to refer and how?

B. Get Referrals

Instead of waiting for referrals, take an **active approach**. Be remarkable in your field and develop an interesting brand persona that **resonates** with your audience. Concentrate on delivering value and top-notch customer experiences that encourage customers to **share their stories**. Discuss referrals with customers, educating them on the benefits and **guiding** them on whom to refer and how to do it. Help them prepare for **referral conversations** while emphasizing that referrals carry no obligations. Ultimately, streamline the referral process to make it as simple and effortless as possible for customers.

C. Referral Tools

- Supply informative materials that customers find **valuable and sharable**.
- Simplify the referral process with **easy-to-use** affiliate or referral links.
- Develop a comprehensive referral **rewards & recognition** program.
- Establish an appealing **friends & family** offer.
- Motivate referrals with well-thought-out incentives or **genuine gratitude**.

D. Referral Mindset

Keep track of the average referrals per customer and monitor the percentage of customers who **actively refer**. By delivering a remarkable customer experience at every stage, being genuinely helpful, and providing consistent value, you can encourage enthusiastic customers to **share their experiences**. Empower your brand advocates to send new business your way, further expanding your reach and customer base.

Fixing Your 11-Step Marketing Process

Now that you understand the 11 steps, here's a system for working on them.

The Best Way to Grow Your Sales

You may recognize the following framework, based on the famous **OODA Loop** used in United States military.

1. **OBSERVE:** Look at each of the 11 steps. What systems do you have in place at each step? And what are your competitors doing?
2. **ORIENT:** Use the "Double Your Sales Scorecard" to score the 11 steps.
3. **DECIDE:** Figure out which step is the **#1 weakness** in your marketing process. Then create a plan to fix that #1 weakness.
4. **ACT:** Take real-world steps to bring that plan to life.

Lather, Rinse, Repeat

Your plan may spark an improvement. Or it may not work as well as you hoped.

Either way, go back through the OODA Loop and tweak. How many times?

Repeat the process **until your #1 weakness is no longer your #1 weakness.**

That's when a new #1 weakness will emerge. And you'll know what to do... work on your new #1 until it's no longer your #1 weakness.

As you loop through the steps, your marketing will become more powerful, and sales performance will improve.

Reality Check

The worst thing would be to double an unprofitable business that's working you too hard. So after you've doubled your business...

Stop: Pause the loop and assess what you've accomplished.

Analyze: You doubled your sales... did you also double your workload? If so, that's not sustainable. And what about profits? If you double your sales but cut profitability in half, *you didn't get anywhere.*

Solve: If either (or both) of those problems are present, that becomes your #1 weakness to work on.

Double Again: If you can double your business once, you can double it again.... if you wish. *It's entirely up to you.*

By creating your own growth system, you **reduce risk** by always building on a solid foundation. And if you're willing to keep making improvements and do the work, **success is inevitable.**

Success Loves Speed

Success comes slowly to those who dawdle. So work with brisk determination. Speed gets you to success faster. And success breeds more success.

Be a Seeker of Truth

Don't kid yourself. You'll know when you're making progress and when you're not. And when you try something new, give it a reasonable time to judge its effectiveness. It's demanding work, but you can do this.

Adopt this belief: Seek and ye shall find. It says so right there in the Holy Bible.

Free Double Your Sales Session

My business is dedicated to helping people double their sales without doubling their workload or cutting their profits in half.

I invite you to schedule a free Double Your Sales session with me. I'll help you clarify where you want to go, identify the challenges that are holding you back, and start creating a repeatable system for doubling your business.



Jack Preston Price

Business Growth Coach

<https://pricewrite.com/>

Double Your Sales Session

Go [HERE](#) to schedule a FREE one-hour "Double Your Sales" session with me.

Want more like this?

Download my free "Double Your Sales" Scorecard [HERE](#) to receive my weekly newsletter and resources.

Want to email me?

jack@pricewrite.com

See your free Double Your Sales Scorecard on the next page...

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Double Your Sales Scorecard

Score each question from 1 to 10

STEP 1: Define your target market.

How well do you know your target market?

1 = I don't know them well yet → 10 = I know them very well

STEP 1 SCORE → _____

STEP 2: Engage prospects at their current level of awareness.

How well do you grab attention with relevant content?

1 = I can't get their attention → 10 = I get their focused attention

STEP 2 SCORE → _____

STEP 3: Turn your prospect's attention into interest.

How well do you sustain attention with your message?

1 = All I get is rejection → 10 = I always hear "Tell me more!"

STEP 3 SCORE → _____

STEP 4: Convert engaged prospects into leads.

How well do you convert prospects into leads?

1 = I struggle to get leads → 10 = I have a steady flow of leads

STEP 4 SCORE → _____

STEP 5: Nurture leads as they make their buying decision.

How well do you educate leads to make a buying decision?

1 = I have no follow-up systems → 10 = I support them all the way

STEP 5 SCORE → _____

STEP 6: Convert lead into customers.

How well do you convert leads into first-time customers?

1 = Most leads never convert → 10 = If they're a buyer, I get 'em

STEP 6 SCORE → _____

STEP 7: Ensure consumption and customer satisfaction.

How well do you help them get full value from the purchase?

1 = I only care about the sale → 10 = I deliver a "Wow!" every time

STEP 7 SCORE → _____

STEP 8: Build lifetime relationships with customers.

How well do you build relationships after the sale?

1 = It's up to them to come back. → 10 = I'm their friend for life.

STEP 8 SCORE → _____

STEP 9: Bring customer back for more.

How well do you get customers to buy again and again?

1 = I have only one offer → 10 = There's always a next step

STEP 9 SCORE → _____

STEP 10: Turn your best customers into members.

How well do you use continuity offers for ongoing value?

1 = I have no continuity offers → 10 = Continuity is my moneymaker

STEP 10 SCORE → _____

STEP 11: Turn customers into advocates and raving fans.

How well do you cultivate goodwill to get referrals?

1 = Word of mouth is hit or miss → 10 = My customers often refer

STEP 11 SCORE → _____

Enter Your Total Score → _____

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