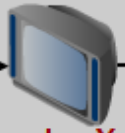
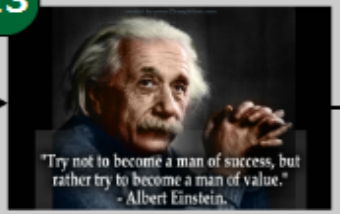
RAPID REVENUE ACCELERATION FLIGHT PLAN

1. Understand Key Concepts
2. Business Models
3.
   Identify Client Benefits
4. Articulate Your Unique Value Proposition & Ultimate Outcome
5.
   Create Your Buyer Profile
6. Layout Your Core Client Process
7.

8. 
   Develop Your Minimally Viable Product*
9.

   Develop Intellectual Capital "On-the-Go"
10.
    Single Client Attraction Strategy
11.
    Client Engagement
12.

    Single Client Conversion Strategy
13. 

    Delivery of Value
14.

    Ongoing Marketing & Selling

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1 Understand Key Concepts

This first step is critical. It's important to know the core concepts and principles that apply to rapidly accelerating your revenue growth.

2 Business Models

There are lots of business models. But for starters, you only need one to build one of them.

3 Identify Client Benefits

Clients only buy when there's a big enough "what's in it for me."
What are the specific results, improvements, outcomes, and experiences that clients get from using your services, programs, and products?

4 Articulate your Unique Value Proposition (UVP)/The Ultimate Outcome

Of all the benefits, what's the ultimate benefit, the "juiciest" outcome that clients ultimately want?

5 Create Your Buyer Profile

Who are the people that you're here to serve? What pain, problems, challenges, and opportunities do they have that you can solve for them? If you try to sell to "everyone," you'll only end up selling to no one.

6 Lay Out Your Basic Core Client Process (Signature System)

The Core Client Process is a basic, but clear description of the steps you take to get a client from where they are now, to where they ultimately want to go.

7 Presell Your Minimum Viable Product (MVP)

Before you invest a lot of time, money, and energy in developing a fully-featured service, program, or product, first sell it to a selective group of buyers. Sell first, then build it.

8 Develop Your Minimally Viable Product, Program, or Service

Once you understand your buyers, their problems, pain, and desires, and your basic business model, you're ready to create a basic framework for your service, program, or product. Keep things simple.

9 Develop Your Intellectual Capital As You Go

Once you've got a buying audience, then you're ready to "earn as you learn" You just need to stay one step ahead of your buyers as you develop additional content on a "just in time" basis.

10 Client Attraction

You'll need to develop an education-based marketing strategy and system that hooks the attention and interest of new prospects.

11 Client Engagement

After you've gotten the attention and interest of new prospective buyers, you need to use share your knowledge, wisdom, and expertise to build relationships with them over time.

12 Client Conversion

Of course, you'll need a reliable, consistent way to turn prospective buyers into paying buyers.

13 Delivery of Value

Give 'me everything you've got to help your buyers achieve their "ultimate outcomes," the reasons they bought from you in the first place. This is your time to really shine. After all, isn't this the main reason you're in business?

14 Ongoing Marketing & Selling

Regardless of your levels of success, make sure you consistently keep sharing the value of your services, programs, and products with prospective buyers. Keep putting energy into improving your client attraction strategies and making your conversion process more effective and efficient.

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