

*fare!!*

# *CLICKS TO* **CASH** *Blueprint*



# 1

# *MASTERCLASS RECAP*

If you want a profitable website, you have to have a foundation. You have to know where you want to eventually take your brand online and how you want to monetize your site.

The masterclass should have gotten your wheels spinning about the options that you might have in the future, but I want you to use this Clicks to Cash Blueprint to start planning your strategy in detail.

Here are a few options you have for monetizing your site:

Physical products (eCommerce)

Memberships for exclusive access to content/information

Courses

eBooks

1:1 Virtual Trainings

Group Virtual Trainings

Affiliate Marketing

Selling Ad Spots

Online Workshops

Sponsorships

Subscription Boxes

Subscription Services

# 2

## ***CURRENT ACTIVITY***

What is your main product service (either highest value/price or highest demand)

How are you currently promoting this product/service?

How often do you ask for sales of this product/ pitch this product weekly?

Is this product promoted clearly on your home page, within the first 8 seconds of your site opening?

# 3

## ***CUSTOMER BASE***

Who is your ideal client?

What are their desires?

What are the problems you solve with your product?

Who are your greatest testimonials?

# 4

## ***SITE GOALS***

What action do you want visitors to take when they come on your site?

What's your closing rate when you pitch your products?

How will you create relationship with your prospective customers when they visit the site?

How will you maintain "top of mind" status with prospective customers if they don't provide an email?

# 5

## WRAP UP

Your sales pitch when you are making sales 1:1 should be identical to the one that you make online.

But the timing is going to be different. The standard in online marketing is to expect your brand to have to interact with a potential customer 7 times before they purchase.

With those 7 interactions, you will ultimately break down your sales pitch into stages. Your goal is to convert 5% of your cold website traffic, 20% of your warm traffic and 40% of your email list.

So you have to decide how you want to value your services and products in order to experience a high return on investment: both time and money investments should be considered.

With these numbers in your mind, you will need to create a real plan for how you will get visitors to go from "strangers" to "friends of your brand." Planning this out is a process that requires you to know how many visitors you will need to your website monthly in order to hit your goals. Your goals for sales, ranking in search results and creating brand momentum all work together.

Creating a real plan for your visitors to go from "strangers" to "friends of your brand" is one of the processes I teach my students in [Websites for Bosses](#).