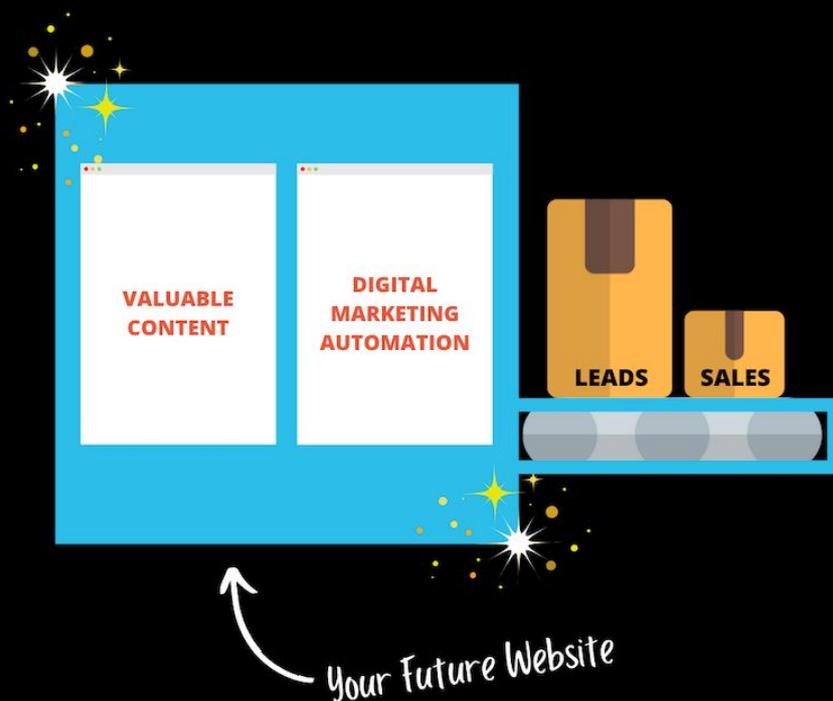


7-Step Guide For Converting More Website Visitors Into High-Value Customers



Workbook 1: Your Solution

Workbook 1: Your Solution

Before we start collecting potential client leads for our email list, we have to ensure that we have offer something valuable in exchange for a their email address.

Our offer will have a direct impact on how many people join our email list.

Once we can clearly express the deep-rooted results and benefits that working with us brings, we can create lead magnets that not only cement our expertise but also prove to our potential clients that we can help them - before they spend any money on our services.

This Value-First Profit Generation. For them and for us.

Use this worksheet to understand the value, benefits and results that working with you brings. We're going to figure out a way to give people a taste of those results with our lead magnets.

This workbook should take no more than 30 minutes to complete.

Let's get started!

Just in case...

Just in case you have somehow come across this workbook without reading the related guide, here's the link: [How to Convert Website Visitors Into High-Value Customers](#).

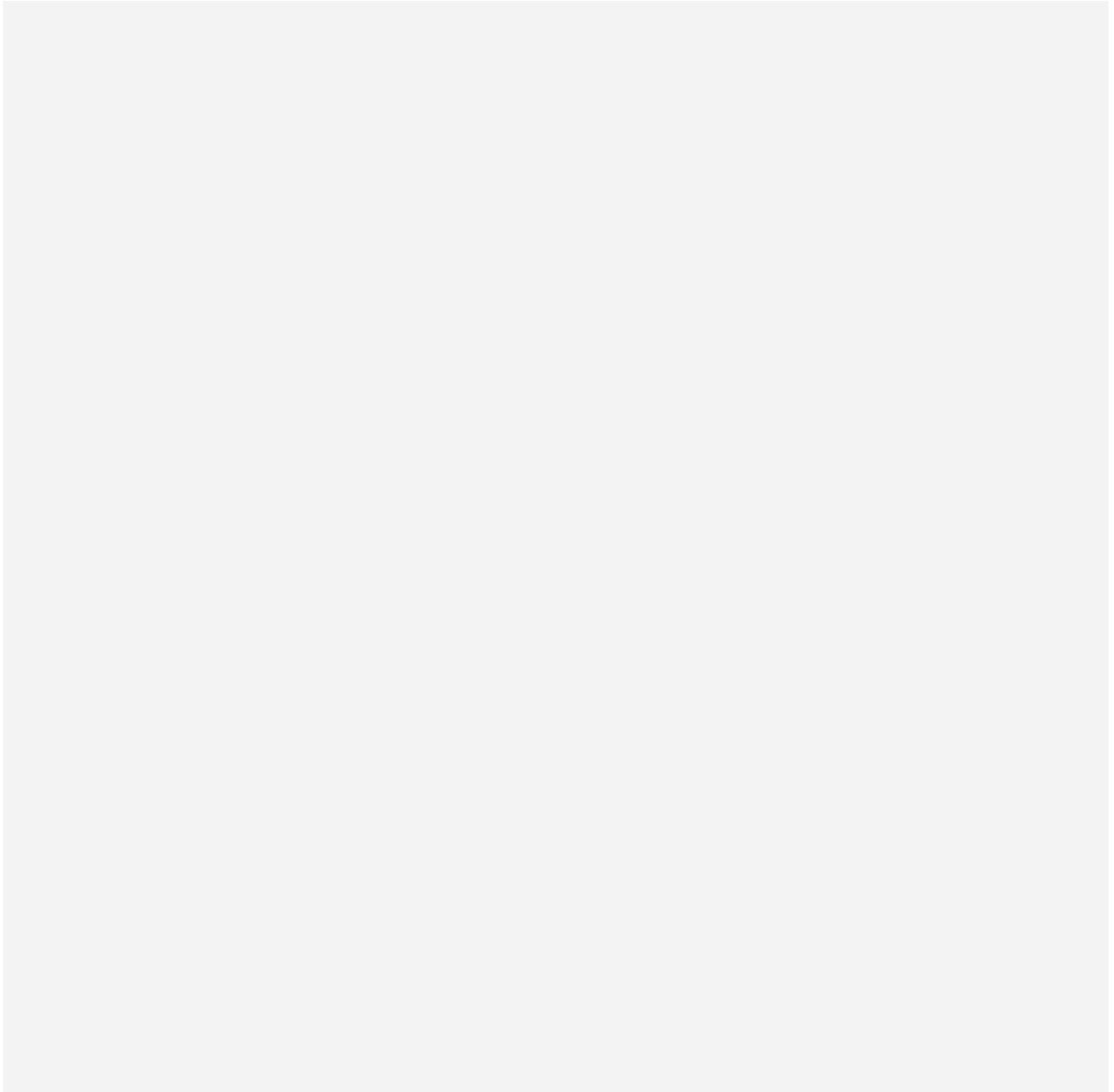
Reading that is going to be essential for getting the best out of this workbook.

Problems

What are the problems that your business solves?

What problems do your existing and potential clients experience?

Compile a list of their short, medium and long term problems and challenges.



Desires

What are the results and benefits your business provides to your clients?

What will they have after working with you that they don't have now?

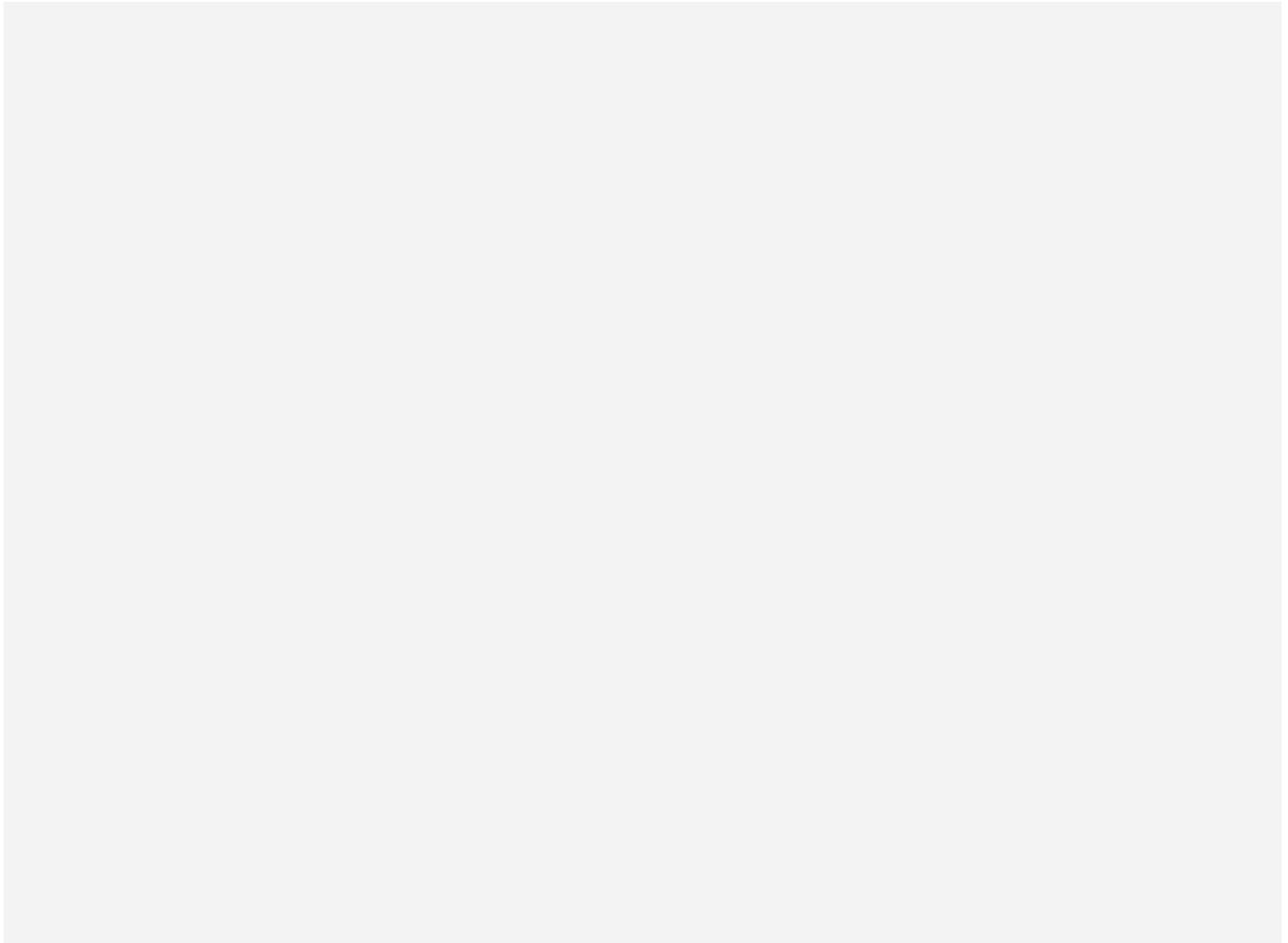
What are the things that they want?

What do they desire?

What is the transformation they are seeking?

What is the "OMG" solution they would pay anything for?

Answer these questions below



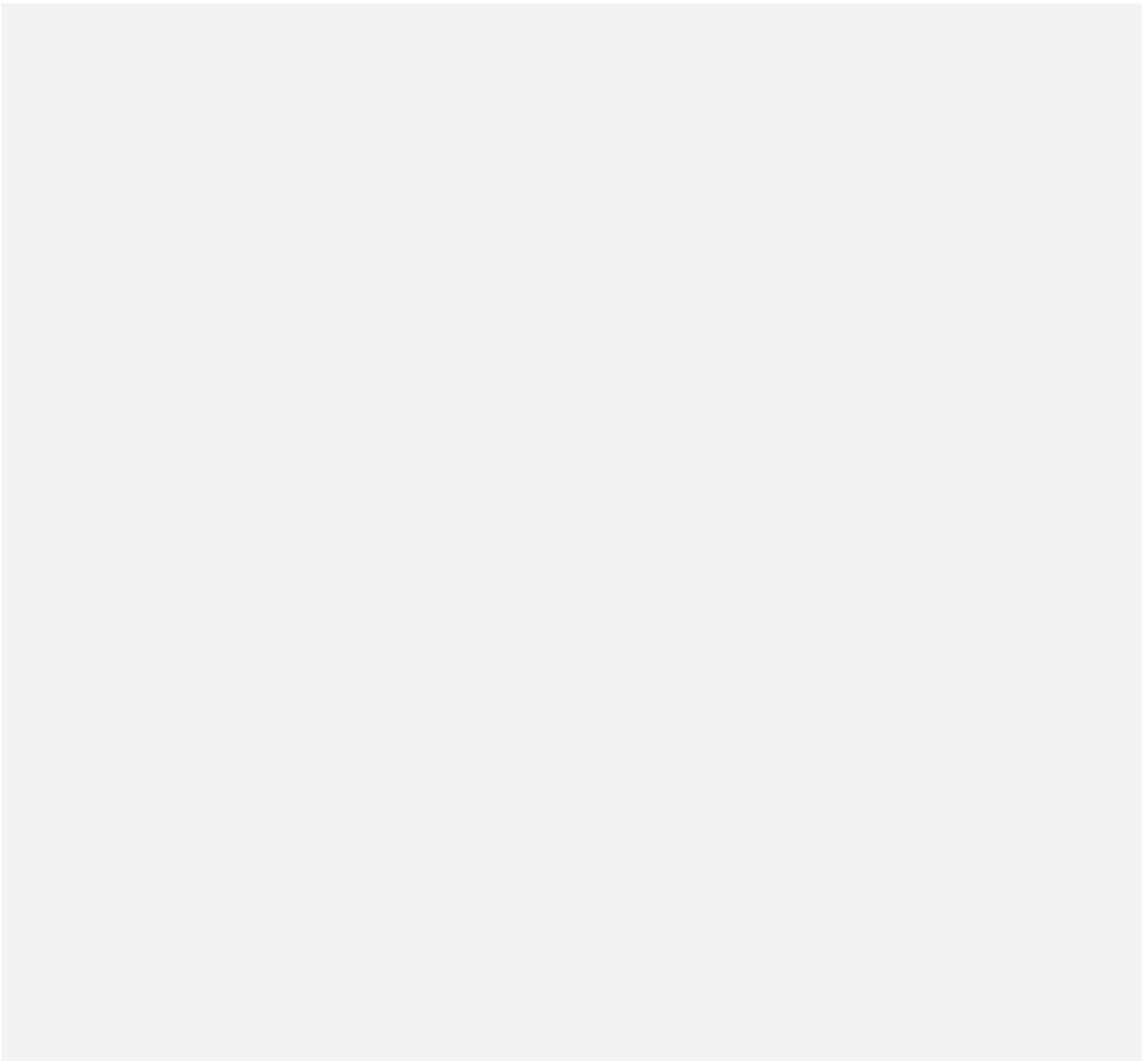
Hot Buttons

What are the urgent problems that they need solved immediately?

What will happen if they don't solve this hot button issues?

What have they already tried that has not worked for them?

List the various hot buttons that your existing and potential clients are experiencing.



Target Market

Let's identify your target market(s).

What job title do they give themselves?

What is their current social status?

Who do they aspire to be?

How long have they been in their current career or profession?

What industry or market are they in?

What are they trying to achieve for themselves and the people they care most about?

List and describe your target market(s) here.