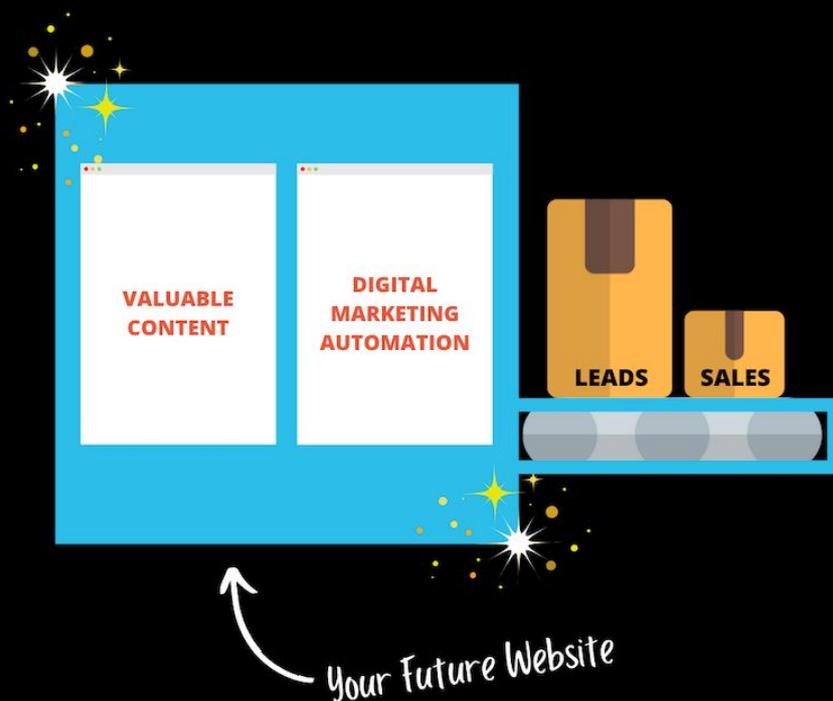


7-Step Guide For Converting More Website Visitors Into High-Value Customers



Workbook 2: Your Value & Expertise

Workbook 2: Your Value and Expertise

If we want to build and grow an email list, we will have to offer something useful and valuable in exchange for our website visitors' email addresses.

Asking your website visitors to sign up for your newsletter will not work. Your website visitors have landing on your website because they want an instant solution to their urgent problem or need.

We care going to scratch that itch and also prove our worth by offering them a free High Value Gift - a Lead Magnet. But how do you create a compelling, easy to use, high-value lead magnet?

It's not as easy as it looks. Anything of high value takes time and effort to produce. Most marketers will tell you to create an e-book of some of your blog posts or an industry report.

Don't get me wrong they work and everybody seems to use them to great effect but not only are you not everybody else....ebooks and reports do not convert as well as other formats.

Follow this workbook to create unique, useful, valuable and impactful lead magnets that prove your worth to your potential clients.

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.

Create a Top 5 FAQ Video Guide

What are the top 5 questions that you're asked by your existing and potential clients?

What are the most frequent problems that people ask for your help with?

If you were to offer everyone you know 10 minutes of your time - what do you think they would ask you?

Q1:

Q2:

Q3:

Q4:

Q5:

Once you've got your top 5 questions, record a simple video.

Don't get tied up trying to make an oscar worthy video.

Just setup your camera and and answer the questions one by one.

You don't have to talk to camera, you can just use powerpoint slides but showing your face on camera can help with client relationship building.

Create a Cheat Sheet

When you start working with a new client, what are the first steps that you take with them?

Write out the steps you go through with a new client when you first start working with them.

Cheat sheets can be used to give preview of the work ahead. For example, if you run a workshop, create a cheat sheet that gives an outline of the workshop content.

A cheat sheet is a way for people to understand what they'll be doing when they work with you. Give them an overview of the exciting journey ahead.

Extra points for including brief descriptions of the "transformation milestones" that they will experience along the way

Steps	Transformation

Create a Checklist

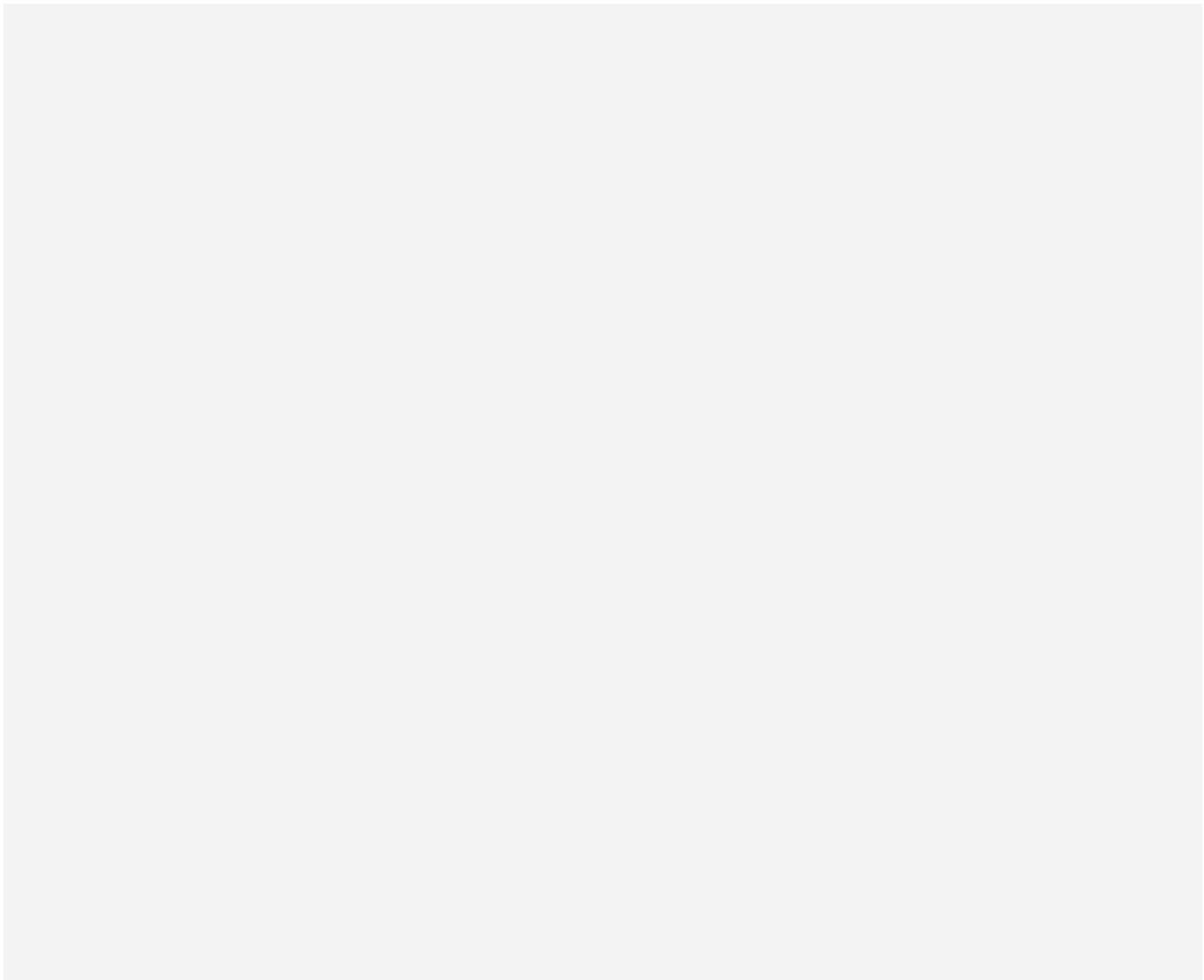
What's the step-by-step process that need to take to improve an aspect of their business and/or their lives.

What are the steps that they need to take to get to that result?

Don't get bogged down in the details. High level bullet points will be fine. Aim for around 10 - 20 points.

Creating a checklist is not only fast, it is also a super useful resource.

It should be saved as a PDF and be no more than 2 pages long.



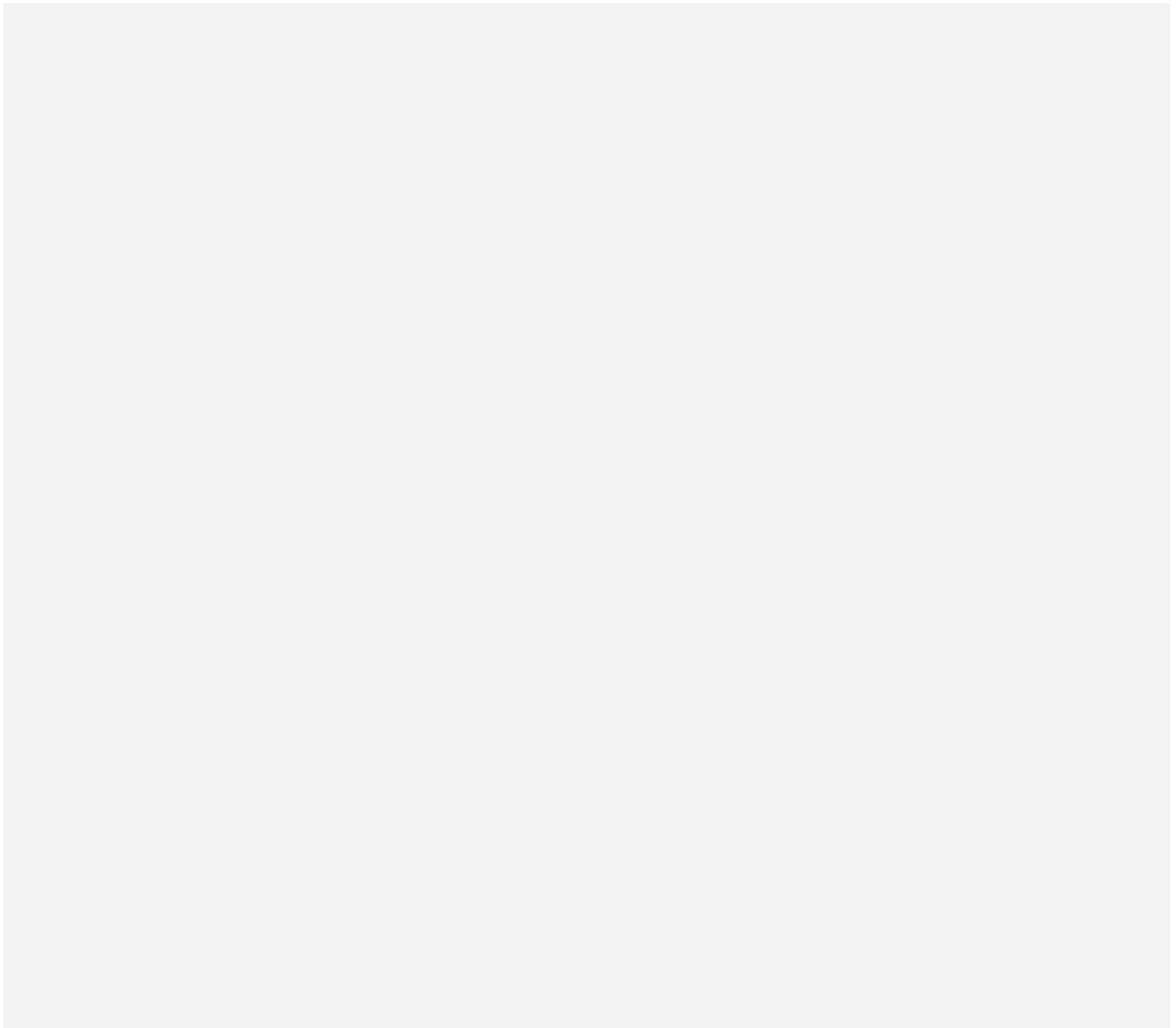
Create a Resources List

What are the top 20 resources, websites, books, tools, apps etc that your clients need to know about if they want the results we've talked about?

List them here, with a short description and a link.

Again, don't get too complex, this list can be presented nicely on a one or two page PDF or...

You could record yourself presenting the resources! *hint, hint*



Create a Workbook

What are the top 3 results that your clients want, that you listed in workbook no°1?

What are their urgent needs and desires and what are the first steps to solving them?

We're going to create a workbook, a bit like this one, by getting them to work through the details of the results that they want. Our job as a business owner is to help them find clarity. Writing things down really helps this process.

Once you've listed the results they want (start small) ,think of the things that will need to think about and/or do to get started on their journey to a better situation.

N°1 Result	1st thing they need to think about and/or do?
N°2 Result	1st thing they need to think about and/or do?
N°3 Result	1st thing they need to think about and/or do?