

6 Figure Soul Infused

*(No Bullsh*t)* Profit Plan

Module 6: Your Profit Plan!

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Let's put the pieces together!

Remember that goal income number you chose at the start of the program? Time to pull that out and place it front and center here:

(I highly recommend writing this with crayons, markers or any other writing implement that will make this number big, bright and beautiful !!!)

We are going to take all the hard work you've done in this program, bring it together and make your target income a reality!!!

Yahoozle!!!

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Calculating Your Profit Plan

Let's start with your packages. Refer back to Module 4 and list them here along with their investment levels:

- 1.
- 2.
- 3.

Now we are going to do some simple math with some hard core magic attached to it!

Take your targeted annual income and determine how many of each of the above you will need to sell in order to bring that number to life. You will need to play with the numbers a little to make them work.

I've attached a sample of what this might look like below using a sample client.

Type of Business: Business Coach

Targeted Annual Income: \$100,000

Package #1

Business Audit and Assessment \$500

$\$500 \times 24 = \$12,000$

Package #2

3 month Group Coaching Package \$1500

$\$1500 \times 12 = \$18,000$

Package #3

6 month VIP Coaching Package \$5000

$\$5000 \times 14 = \$70,000$

\$12,000

\$18,000

+ \$70,000

\$100,000

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Your Profit Plan Equation

Package #1

\$ _____ (Investment level) x _____ (#
to sell per year) =

\$ _____ (Annual income from Package #1)

Package #2

\$ _____ (Investment level) x _____ (#
to sell per year) =

\$ _____ (Annual income from Package #2)

Package #3

\$ _____ (Investment level) x _____ (#
to sell per year) =

\$ _____ (Annual income from Package #3)

Package #1 Annual Income _____ +

Package #2 Annual Income _____ +

Package #3 Annual Income _____ =

Total Annual Income \$ _____

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Monthly Marketing

Divide the number of each package you need to sell on the previous page by 12 to determine your monthly number

Using our earlier example the numbers would look like this:

Type of Business: Business Coach
Targeted Annual Income: \$100,000

Package #1
Business Audit and Assessment \$500
 $\$500 \times \underline{24} = \$12,000$

$$24 / 12 = \underline{2}$$

Package #2
3 month Group Coaching Package \$1500
 $\$1500 \times \underline{12} = \$18,000$

$$12/12 = 1$$

Package #3
6 month VIP Coaching Package \$5000
 $\$5000 \times \underline{14} = \$70,000$

$$14/12 = 1.17$$

So Monthly Sales will be ...

2 Business Audit and Assessment each month
1 Group Coaching Packages each month
1.17 VIP Coaching Packages each month

Now it's your turn! Map out your monthly numbers on the following page using your answers on the previous page ...

My monthly numbers are...

Marketing to Create Sales

List your 3 Core Marketing Techniques here

- 1.
- 2.
- 3.

Now write the number of sales conversations that results from these Core Marketing Techniques and determine how many of each you will do per month to make your sales numbers work.

On the following page you will find an example of what this looks like. You also have room to play with your own numbers. Be patient. This may take a few iterations to make it work.

(If you have not been tracking how your marketing techniques translate into sales in your business previously you'll need to use your intuitive voice to give you estimates and adjust your numbers as you collect data.)

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Extra workspace to play with your numbers...

Example: *Using the previous example, the business coach has the following 3 Core Marketing Techniques that create the following numbers:*

- *Speaking to 20 people = 4 sales conversations = 2 sale*
- *Webinar to 30 people = 2 sales conversations = 1 sale*
- *Promoting through ezine 4x/mth = 2 sales conversation = 1 sale*

Using these numbers she will make most of her plan work because she will have 4 sales/ month. She really needs 4.17 sales per month so she will likely need to add an extra speaking engagement because that gives her the biggest sales impact for her effort!

Remember to give yourself at least 2 hours of uninterrupted time to do this activity! Be gentle with yourself and get support if you need it!

Once your calendar is done honor the magnitude of this work! Do something to reward your self for your greatness!!!!

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Plan to Paper

Now that you know your targeted sales and the marketing numbers that you need to make your Profit Plan work, its time to schedule all that activity to ensure it gets done!

I recommend using a big paper desk calendar for this activity but if you are an electronic devotee use your device!

Using the information on the previous page fill in your full year calendar assigning each marketing technique to a specific day.

You may have activities that you can't schedule because they require the approval of another party (like speaking or JV marketing). When that is the case note where you'd like to have that activity take place and do what it takes to make that a reality.

Be sure to schedule the multiple activities involved in your marketing as well. These can include writing copy for webinar opt in pages, outreach to meeting planners to book speaking engagements, writing ezines etc.