



Presented by
[MyNAMS Insiders Club](#)



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Table of Content

Checklist4

Checklist

- I understand my coaching clients need to see or experience clear reasons and motivation to:

- Trust me
- Take action
- Achieve results by themselves

- I have secured a .com website in my own name (first name + last name)

- I have identified exactly where my potential clients feel “stuck”

- I have identified or clarified to myself:

- Who I am

- My values
- My core belief
- What makes me happy and gets me in my “zone”
- What I love doing most
- What my coaching goals are
- What my life goals are
- What my financial goals are
- Other

COACHING PROFITS: CHECKLIST

- I have identified or clarified to myself:
 - What I am all about
 - What I want to teach
 - What I can help clients achieve
- I have identified what to position and how to:
 - Attract the right client
 - Repel the wrong ones
- I am being authentic, and to me this means:
 - “Walking the walk”
 - Being transparent
 - Being myself
 - Focusing on my clients
 - Other _____
- I have identified:
 - My mission
 - My coaching goal
 - Who I can help
 - Other _____
- I have talked to trust people I know for:
 - A clarification of how others see me
 - Feedback on my coaching potential
 - Feedback on what I might have to offer that I haven’t thought about

COACHING PROFITS: CHECKLIST

- ☐ Other _____
- ☐ I have defined what makes me stand out as a coach

- ☐ I have asked myself – and answered – why my clients should choose me over my fellow coaches

- ☐ I have identified my clients' roadblocks

- ☐ I know what my clients can achieve – and exactly how to help them do it
- ☐ I know exactly what actions they need to take to improve their circumstances
- ☐ I have identified my weaknesses and doubts
- ☐ I am taking action in overcoming these
- ☐ I have found my perfect coaching model
 - ☐ One on one
 - ☐ In person
 - ☐ By telephone
 - ☐ Via Skype
 - ☐ Via email
 - ☐ Other _____
 - ☐ Elite small forum

COACHING PROFITS: CHECKLIST

- ☐ Larger group forum with resources
- ☐ Public forum
- ☐ Facebook closed Group
- ☐ Blog membership
- ☐ Other _____
- ☐ Combination _____
- ☐ I am creating a tiered coaching system for different levels of ideal clients with:
 - ☐ Different needs
 - ☐ Different budgets
 - ☐ Different experience levels
 - ☐ Other _____
- ☐ I have tweaked or tailored my website to perfectly reflect:
 - ☐ My ideal client's big need
 - ☐ My single purpose – what I can offer
- ☐ I have identified my ideal client
- ☐ I have created the perfect incentive
 - ☐ One that is unique, rare, one of a kind
 - ☐ One there is a crying need for
 - ☐ One that solves a concrete, key part of my ideal client's problem
 - ☐ Other _____
- ☐ I have identified and created the perfect delivery system for my incentive
 - ☐ A free gift

COACHING PROFITS: CHECKLIST

- ☐ A mini-consultation by:
 - ☐ Telephone
 - ☐ Skype
 - ☐ Other _____
- ☐ My actual blog content
- ☐ A really special offer
- ☐ A mini-version of my main program
- ☐ A webinar
- ☐ A video/videos
- ☐ A podcast series
- ☐ A physical product
- ☐ An eBook
- ☐ A template (or template package)
- ☐ A free course
- ☐ Other _____
- ☐ I am presenting my website content:
 - ☐ Regularly and consistently
 - ☐ In the format my ideal client relates to and enjoys most
- ☐ I have presented a single offer with a single focus and aim:
 - ☐ For me
 - ☐ For my client

COACHING PROFITS: CHECKLIST

- I am using strong headlines that instantly identify my ideal client's pressing concern
- My website is focused and visually uncluttered
- I have created:
 - Clear, strong, multiple calls to action
 - The right number of calls to action on the right platforms
- I have prominently placed social sharing buttons and calls to action on all my sites, pages and platforms
- I have made my website all about my client and her single most compelling need
- I have included on my site and in my main menu:
 - Resources and tools
 - A testimonial section
- I have made sure my profile photo totally represents both the real "me" and my image as a coach
- I have made sure that – no matter who took it – my profile photo is of top quality

COACHING PROFITS: CHECKLIST

- My profile photo:
 - Makes direct eye contact with the visitor
 - Contains no subconsciously negative or contradictory messages
 - Shows me neither overly smiling and grinning, nor solemn and expressionless
 - Doesn't contain distracting or negative elements in its background
- I have created a QR code for my website, leading to _____
- I have given my program a catchy, positive, active and memorable name _____
- I am cross-promoting my message across a variety of platforms:
 - Facebook
 - LinkedIn
 - Twitter
 - Google+
 - YouTube
 - Pinterest
 - Instagram
 - Local or niche directories
 - Other _____

- ☐ I have investigated advertising via:
 - ☐ Facebook
 - ☐ EZines
 - ☐ Google AdSense
 - ☐ Local media
 - ☐ Other _____
- ☐ I have actively involved my affiliates in promoting my program by providing:
 - ☐ Great commissions
 - ☐ Contests
 - ☐ Rewards for results
 - ☐ Great resources
 - ☐ Interaction and feedback
 - ☐ Acknowledgement and praise
 - ☐ Other _____
- ☐ I have created a hashtag for my signature program and I am asking others to share it
- ☐ I have put my signature program hashtag and URL on business cards
- ☐ I have created local promotional events and strategies, including:
 - ☐ Press releases
 - ☐ Workshops
 - ☐ Donating prizes to local fundraising events
 - ☐ Local TV or radio guest spots

COACHING PROFITS: CHECKLIST

- ☐ Other _____
- ☐ I have created a strong tagline that describes who I am and what I do
- ☐ I have created a focused, signature coaching website, incentive and program that will fill seats!

CASE STUDY

HOW A \$47 PLR PRODUCT GENERATED OVER \$200K FOR MY BUSINESS



INSTANT ACCESS WATCH FREE TRAINING



Presented by
David Per dew



With
Jen Per dew - Houlk



IN THIS TRAINING I'LL SHOW YOU

- 1 The Exact \$47 PLR I used to generated over \$200,000 in revenue selling 6700 units... just on Front-End sales
- 2 How and why a simple mindset shift changed how I looked at PLR.
- 3 The right way to use PLR vs the LAZY way that so many people do. (Hint: the way to make PLR work for you!)
- 4 How to find the BEST PLR for your needs!
- 5 Examples of what you can use PLR for in your business (its not what you think)
- 6 HOW to use PLR to build a business and list virually overnight!

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