

THIS WORKBOOK BELONGS TO





DISCOVERY & DIAGNOSIS SNAPSHOT TM

Describe your business and current revenue model in a few short sentences.

CURRENT STATE OF YOUR BUSINESS

In order for us to plan for growth and set goals, we need to take stock and get a solid snapshot of what our business looks like currently. Answering the following questions allows you to be real with yourself about the current state of play, and to allow your mental bandwidth to free-up, allowing you to re-focus on growth.

Describe your perfect	customer in a few short sent	tences.	



DISCOVERY & DIAGNOSIS SNAPSHOT TM

YOUR YOUPRENEUR BRAND STATEMENT™

Every good brand has a tagline otherwise known as a brand statement.

You've probably memorised a handful of them without even trying. Here are a few examples from some of our Youpreneur Incubator clients:

Joanne Sweeney, publicsectormarketingpros.com:

I help you bring your public sector marketing skills into the Digital Age with practical, relevant and high-end training, mentoring and support.

Susanna Reay, susannareay.com:

I help brilliant introvert business owners who have amazing products and services to share them with the world, and finally see the success they deserve.

Anna Lundberg, onestepoutside.com:

I help experienced professionals around the world design a career, a business and a lifestyle that brings them more freedom, flexibility and fulfilment - outside of the conventional 9-5.

NOW IT'S YOUR TURN. Write out your Youpreneur Brand Statement below. Don't worry if it's not perfect. You can fine tune it later!

I help (specific audience) to (achieve specific thing).



What is your total revenue over the last 6 months?
As a percentage , how much of your revenue came from online sales?
As a percentage, now much or your revenue came normonline sales:
What were your total costs in the last 6 months?
What are united three cost correct or weath 2
What are your top three cost sources currently?
1
2
3
How many email subscribers do you currently have?
What are your 3 biggest traffic sources currently?
1
2
3



What are your biggest struggles as an entrepreneur?	
What tasks have you been handling that you want to start delegating?	



STOP. STAY. START AUDIT TM

Today is a great time to reflect on where you're spending your time and whether it's aligned with your mission and goals. Without setting dedicated time to pause and reflect, it's possible to spend far too long on tasks, projects and strategies that don't help with your overall goals and mission. So...

STOP	
STAY	
START	



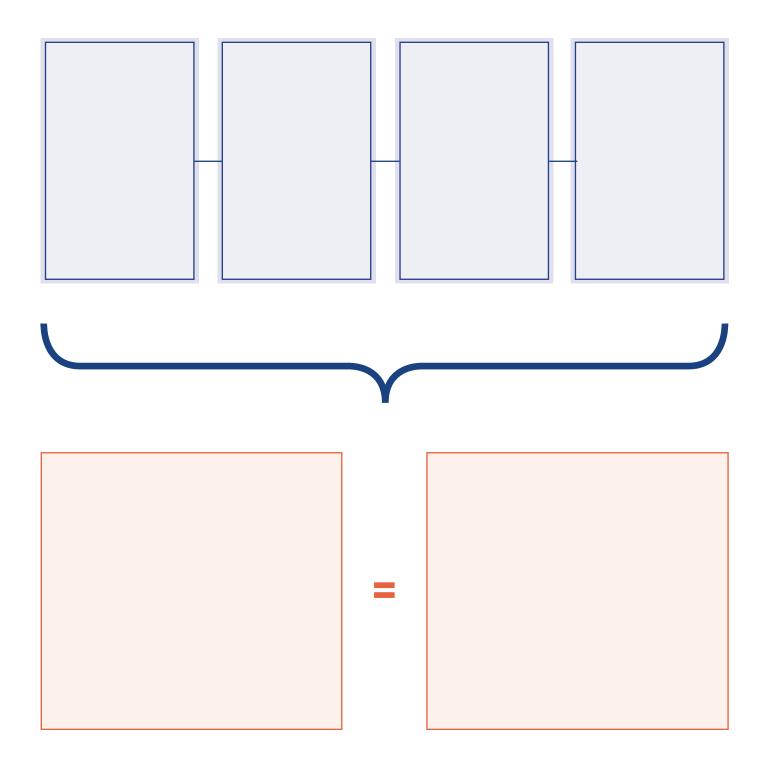




P2P PLUS ™ SYSTEM

The P2P Plus™ System is all about starting conversations and turning them into transactional conversions (ie. you make a sale!). This one strategy will enable you to **engage with your audience and bring in new clients**, on an ongoing basis, all without having to spend any money on paid advertising, or deal with setting up and maintaining complicated email funnels!

When utilized properly, and consistently, it can be one of the super weapons in your arsenal.





CHOOSE YOUR WEAPON

Unlike a lot of other monetization strategies, P2P Plus™ hatested and continue to utilize the strategy on an on-going below, identify which platforms you're going to use for this	basis across multiple social channels. In the three boxes
4 P2P PLUS™ PI	LLAR PROMPTS



There's no time like the present! Use the blank spaces below to plan out your very own Social Handraiser and Email Enticer™ - both will be an instant business asset you can use to create opportunities and to bring on board new business.

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THE 6-FIGURE YOUPRENEUR ROADMAP TM



CHANNEL CAMPLIPYING BY SPEAKING MAX
A BOOK A BOOK ARGE EMAIL MARKETING LEAD ENGINE TM LEAD ENG
A BOOK A BOOK ARGE EMAIL MARKETING LEAD ENGINE TM LEAD ENG
PE P
PILO PILO PZP PZP PILO PZP
CLOCKWORK PRODUCTIM RUN VIRTUAL EVENT P2P PLUSTM 2.0 CHAMPION PRODUCTIM YOUPRENEUR ECOSYSTEM TM P2P PLUSTM P11 POWER HOUR TM 1-1 POWER HOUR TM



THE YOUPRENEUR ROADMAP™ UNPACKER

