

Results Optimization

Introduction to Results Optimization

Weekly Action Worksheet Instructions
Homework: Complete first weeks Action Worksheet

Forcefield Analysis

Homework: Identify driving and restraining forces in your business
Homework: Complete Weekly Action Worksheet

Develop mission, vision and values statements

Homework: Write mission, vision and values statement
Homework: Identify your key one year goals based on your vision
Homework: Complete Weekly Action Worksheet

S.W.O.T Analysis

Homework: Complete SWOT analysis for clarity on current situation
Homework: Complete Weekly Action Worksheet

Introduction to the FGKG 4-Phase System

Homework: Current situation analysis of your business based on this system
Homework: Complete Weekly Action Worksheet

Objectives and Measures in the 4-Phase System

Homework: Develop objectives and measures for your goals within the 4-Phase System
Homework: Complete Weekly Action Worksheet

Defining Targets

Homework: Establish targets for your measures
Homework: Complete Weekly Action Worksheet

Identify Your Key Business Activities that drive your business

Homework: Map your business activities and align with 4-Phase System
Homework: Complete Weekly Action Worksheet

Introduction to Process Mapping

Homework: Map Your Current Marketing Process
Homework: Complete Weekly Action Worksheet

Cause and Effective Linkages

Homework: Identify and map the cause and effect linkages in your marketing
Homework: Complete Weekly Action Worksheet

Introduction to Process Improvement

Homework: Use Process Improvement Techniques to Improve Current Marketing Process
Homework: Execute process improvements
Homework: Complete Weekly Action Worksheet

Critical Market Analysis

Homework: Complete Needs Analysis, Target Marketing Analysis and Segment Analysis
Homework: Prioritize and select top needs, markets and segments
Homework: Complete Weekly Action Worksheet

Content Strategy Development

Homework: Map your content development strategy
Homework: Complete Weekly Action Worksheet

Lead Generation Model

Homework: Map Lead Generation Process
Homework: Complete Weekly Action Worksheet

Lead Generation Developer Part 2

Homework: Package Lead Generation Content
Homework: Make content immediately available from landing page
Homework: Complete Weekly Action Worksheet

Jump Start Your Traffic

Homework: Map out traffic strategy
Homework: Complete Weekly Action Worksheet

Increase Sales and Profits Overview and Sales Generation Model

Homework: Complete Weekly Action Worksheet

Customer Purchase Patterns

Homework: Identify alternative and complementary products
Homework: Complete Weekly Action Worksheet

Increasing Customers Strategy

Homework: Develop 5 strategies to increase customers
Homework: Execute 1st strategy
Homework: Complete Weekly Action Worksheet

Pricing & Offer Strategy

Homework: Develop 5 Pricing Strategies
Homework: Execute 1st strategy
Homework: Complete Weekly Action Worksheet

Product Lifecycle

Homework: Plot Product Lifecycle and strategy based on cycle
Homework: Execute strategy
Homework: Complete Weekly Action Worksheet

Increase Transactions Strategy

Homework: Develop 11 strategies to increase transactions
Homework: Execute 1st strategy
Homework: Complete Weekly Action Worksheet

Market Mix Strategy

Homework: Develop 5 Market Mix strategies
Homework: Execute 1st strategy
Homework: Complete Weekly Action Worksheet

Increase Average Sale Strategy

Homework: Develop 21 offers and strategies to increase average sale
Homework: Execute 1st strategy
Homework: Complete Weekly Action Worksheet

Changing the Offer Strategy

Homework: Develop three new offers from existing offer
Homework: Present 1st new offer
Homework: Complete Weekly Action Worksheet

Ansoff Matrix Strategy

Homework: Examine further product/market development opportunities
Homework: Schedule new product/market development
Homework: Complete Weekly Action Worksheet

Results Optimization Review

Homework: Review implementation results from prior weeks
Homework: Develop one page document of improvement plan