

TOP SECRET

**OUR STEP-BY-STEP
CHECKLIST TO
\$10,000 PER MONTH**

BY JAMES FRANCIS

START HERE

- Get Organized** – Create a folder in the cloud (i.e. Google Drive) so you can access your files anywhere.
- Create A Business Plan** – Don't just make things up as you go along and hope for the best. Create a “birds eye view” of your business's product suite and how it's going to stand out from your competitors.
- Create A Business Name** – This can either be a personal brand or a company brand, either is fine.
- Get A Professional Logo Created** – Fiverr.com is good if you choose the correct sellers.
- Get A Domain Name & Hosting Account** – The domain name should use the business's name, and preferably be a “.com”.
- Set Up The Blog** – Use WordPress and create the necessary pages for it to give you additional authority status.
- Set Up The Support Desk** – Make sure it's easy for the customers to use, otherwise you'll end up with a ton of refunds!
- Create The Lead Magnet** – This must be insanely compelling to your audience, not just what YOU want to create.
- Get A Professional Cover Graphic Created (For The Lead Magnet)** – Again, Fiverr.com is good, but be sure to choose a good vendor.
- Create The Products Outlined In The Business Plan** – The value provided within each offer should increase as the price increases.
- Set Up The Email List** – Be sure to create sequences that react to the prospects' behavior, like a “create your own journey” process.

- ❑ **Create The Squeeze Page** – Use either [ClickFunnels](#) or [OptimizePress](#), and make sure it uses a layout that is compliant with PPC network policies (e.g. Facebook Ads).
- ❑ **Create The Download Page** – Same as above. Remember to promote the front-end paid offer!
- ❑ **Create The Members Area** – Use WordPress for this too, using a content protection plugin to ensure only paying customers can access the product(s).
- ❑ **Upload The Products To The Members Area & Structure The Content Professionally** – Make it easy for the customers to understand and navigate, as a confused customer usually ends up in a refund and no future purchases.
- ❑ **Get Copy Written For The Product Sales Pages** – Our best-performing copywriter of all time is [REDACTED – CLIENTS ONLY]. Make sure you not only have copy for the main sales page, but also the 2-3 upsell pages too.
- ❑ **Write Email Follow-Up Sequence** – Should be written in your own writing style, as if you were talking to a friend. Be both entertaining and educational to keep people's interest.
- ❑ **Create Order Processing System** – Ensure everything is integrated together correctly. A customer should be able to place an order using the order form, you receive the payment instantly, their details are sent to the membership plugin to create their account, they receive the welcome email containing their login details instantly (in their inbox, not their spam/junk folder), and are taken out of the prospect list to avoid receiving any more promotions for the product(s) they've just purchased.
- ❑ **Test Everything As A Prospect Would** – Make sure all the integrations work and pages load as intended, without any errors or missing information.

- ❑ **Set Up Conversion Tracking** – To track the results when you start getting traffic, so you can improve what isn't working the first time around.
- ❑ **Set Up A Facebook Ads Campaign** – Follow the proven formula to get low cost leads that buy more often than usual.
- ❑ **Analyze & Improve Ads Until They're Acquiring Leads For Below \$3 USD With A Relevance Score Of 8+ (Preferably 9 Or 10)** – The higher the CTR % for the ad, the easier this becomes. So focus on giving people what they want in the ad copy.
- ❑ **Check Conversion Statistics For Every "Micro Step" In The Funnel To Identify Drop-Off Points** – Just one small disconnect can ruin everything AFTER that, so be sure to track every tiny step and adjust accordingly.
- ❑ **Fix Any Drop-Off Points With New Copy, Design Edits And Other Ideas** – Continue this process until the ads campaign is breaking even within 7 days or less.
- ❑ **Scale The Campaign To \$100 Per Day (Roughly \$3k Per Month)** – The campaign should either be breaking even (worst case scenario) or making a profit within 7 days.
- ❑ **Scale The Campaign To \$500 Per Day (Roughly \$15k Per Month)** – The campaign should be getting a minimum of a 3:1 return on ad spend ("ROAS") at this point, so you're investing \$5k in ads, but making back \$15k in sales, giving a \$10k NET profit per month.
- ❑ **Maintain This Level, Or Introduce A High-Ticket Service (Coaching, Consulting, Etc.)** – You can charge upwards of \$3k if you're providing a lot of value, which catapults the business into high 6 and 7 figure territory.

WANT US TO DO ALL THIS FOR YOU?

Getting ALL these things done - and done correctly - is HARD.

That's why we first started our Ultimate Done For You service - to GIVE people who don't have the time - or experience - their own online business making over \$10,000 per month, every month.

After all, my team and I do *everything possible* until the business is making over \$10,000 in NET profit per month, for 6 consecutive months.

Since then it's been a huge success, and truthfully we've been so overwhelmed with the demand for it, that we had to close it down to the public to focus on serving our existing clients.

However, we've had a shockingly huge number of people say "yes!" to learning more about the service since yesterday's video...

And tie that in with one of our clients recently graduating from the service, this opens up an opportunity for something great.

So tomorrow, I'll be sending you a letter via email which explains how the service works, the investment involved, and how to get started.

But there's a catch...

Because only ONE person has graduated recently, to ensure we deliver on our promises for our other clients, we can only "replace" that slot with just ONE more person.

This means **one** lucky person will be able to get their entire online business done for them, and have it handed back to them when it's making \$10,000 in NET profit per month, every month, for a minimum of 6 consecutive months.

I know you probably have a lot of questions, so stay tuned until **tomorrow's email at 12pm Eastern time** (that's 9am Pacific and 5pm UK time), where I'll be sending you the letter containing everything you need to know.

Or if you're feeling competitive, you can join the early bird list below [the video that accompanies this checklist](#) to receive the email **2 hours** before everyone else, ensuring you get priority in the queue.

So go ahead and do that now, and I'll see you then!



James Francis.
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