

ACTION SHEET:
**THE SECRET OF THE
MONKEY'S FIST**

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Who is your ideal client?

Who are the clients you like working with the most/who most value you?

What are the projects you like working on the most?

Which projects are the most profitable for you?

What type of projects do you have unique skills and experience?

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Solve their problems

How long does the customer's buying process take?

What are the main phases of that process?

What questions, problems, pains, goals do they have in each phase of that process?

What can I provide them to move them to the next step in the process?

How can you help them forward to where they want to go?

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How will you deliver this problem solving information?

e.g. report, checklist, mind map, video, CD, download, PDF, flowchart, seminar, webinar

What will you offer as the next step?

How will you follow up?

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Summary	
What?	<p>A small chunk of information that solves a specific problem for a specific market that is offered in exchange for an 'opt in'.</p> <p>Like a Trojan Horse the Monkey's Fist allows you to get invited inside the city walls.</p>
When?	Whenever you want new clients
Who?	Good for people who are buying now, great for people who are 'thinking about it' but looking for more education.
Why important?	<p>'Whoever educates the market owns the market'</p> <ul style="list-style-type: none"> • Positions you as an expert not a sales person. • Gives you open ended permission to communicate to prospects to provide ongoing education and offers. • Buys you time to build rapport, credibility and influence during the educational phase before they enter the buying phase. • Helps you to set the buying criteria
Key points	<ul style="list-style-type: none"> • Longer reports can work but people often prefer instant gratification that can get them a quick win NOW • Typically gets 10x more responses than traditional marketing. • Once you have a list of leads make sure you have a serious follow up program in place. • When it comes to leads QUALITY is better than QUANTITY. The goal is to attract a genuine prospect and repel and non qualified prospect • Positions you as an expert and educator

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Examples of Media to use as a Monkey's Fist	<ol style="list-style-type: none">1. Book or report2. Seminar/workshop3. Free report4. Cheat sheets and checklists5. Flowcharts6. Free recorded message
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