

## Peeling The Onion Homework©

1. Your business name \_\_\_\_\_
2. Your website \_\_\_\_\_ blog \_\_\_\_\_ social media utilities used \_\_\_\_\_

3. What industry are you in \_\_\_\_\_
4. What niche in that industry do you live in \_\_\_\_\_
5. If “YOU” are your brand, why are you an expert and what backs that up?

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6. What you offer \_\_\_\_\_

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7. What need(s) in the marketplace do you fulfill \_\_\_\_\_

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8. What do you offer better than your competition or what sets you apart I in your industry \_\_\_\_\_

9. Paint a picture of your perfect prospect \_\_\_\_\_

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- a. Gender, age, education, income, career, what do they spend their money on, marital status, spend their time doing, have children, how do they primarily communicate (email, phone, social media, text), how do they learn (books, seminars, live certification courses, study at home courses, teleseminars...) etc, what is their greatest desire in life their “powerful why” (financial freedom, more time spent with family, self worth, their calling/purpose, social reform, experiences, personal health...)

10. What are their HOT BUTTONS? What are they struggling with that you provide a solution for? \_\_\_\_\_

11. What is the naked truth? From beginning to end with your greatest expectations for a prospect. This is something a prospect would never read, but is the gut honest truth of why you want them to buy something from you.

Here is an example for a fitness center: (this could be a lengthy process but is vital for sales process/sales letters... use it as an example )

***Dear busy overweight female that has kids and spendable income ,***

*I am writing to you because you are checking out my gym website and **because I want you to buy a membership to my gym ....and buy a ton of more stuff once you join and become part of our family. I want you to buy a 24 month membership, personal training, tanning, our weight loss program and buy at least \$70 of protein product a month.***

*I am **specifically** writing to you because **I believe you want:***

*To look better in your clothes  
Be healthier, get rid of disease  
Feel sexy, desired  
To have energy  
Prevent illness  
Be in community*

*I believe this because you are 20-40 pounds overweight, 30-55 years old female, who leads a busy lifestyle and needs help getting fit and losing weight.*

**OUR USPs (unique selling position)**

*we have certified staff, daycare, tanning, supplement help, cardio theatre, weight loss help, personal training, pool, track, free classes...etc*

**YOUR FEARS: (possible objections...)**

*no time, too much money can not afford, commitment \_\_\_\_\_*

**overcome objections with benefits:.....**

*(objection 1)When you buy our stuff you get \_\_\_\_a\_\_\_\_ that will benefit you \_\_\_\_b\_\_\_\_ valued at \_\_\_\_c\_\_\_\_*

*(objection=time) a.24 hour access, b. Convenient to your busy schedule, c. 39/month just for this*

*(objection=time) a. free state certified daycare, b. workout while kids have fun in safe environment c. (\$180/month)*

*(objection=money/commitment) a. affordable membership for family, b. you can afford, also have economic hardship & medical freezes) 12, 24 and 36 month contract c. valued at \$300/month*

**The bottom line\_\_\_\_\_only \$59/month entire family**

**You also get these free bonuses with your membership:**

*Thing\_\_\_\_\_ valued at \_\_\_\_\_*

*1 tanning session (\$25)*

*1 personal training session (\$50)*

*Weight loss coaching session (\$50)*

*Free 1 hour daycare while you workout from 7am to 8pm (\$50)*

*Key card for 24 hour access (\$15)  
Weekly newsletter full with tips (\$17)  
15% discount at MASSAGE ENVY  
15% discount at restaurant A, B & C  
Birthday Club Free Product (\$25)*

*Total of Bonuses over \$250.*

***DO THIS TO SAY “YES”:***  *call ### ### ####, email to set up TOUR*

*Guarantee: give us 30 days. If you hate us you can cancel your membership. And get your money back.*

12. What is the perfect marketing to sales funnel? (Lead Generation to completing the first sale)

...this would be ideal...eg...

1. found out we exist....( because of ppc Ad, or my social media presence, or SEO on my blog/site content, or AD in industry publication, publicity etc)
2. The lead opt's- in for \_\_\_\_\_ (ebook, telesem, free ecourse, blog updates, free newsletter, free membership, free shipping club)
3. bucket of AR's (pitching... x, y and z)
4. weekly newsletter creates (product & brand awareness, expertise, community engagement, sales, contest)
5. etc....

13. What CRM do you use?\_\_\_\_\_ What ecommerce system do you use?\_\_\_\_\_ Do you use a CMS? Such as self hosted wordpress?\_\_\_\_\_ Do you have an affiliate program? \_\_\_if so, What software do you use ?\_\_\_\_\_ What do you use for your email marketing\_\_\_\_\_ With regards to SEO, what keywords/keyword phrases are searched for that you want to be #1 in

\_\_\_\_\_What do use video for\_\_\_\_\_ where do you host videos\_\_\_\_\_ do you use traffic geysers?\_\_\_\_\_

*Thanks so much for completing this! This will help me create the perfect plan for your biz. After completing, I will provide you with a service estimate and plug-in-plan.*

*(It will also help me write some killer copy and prepare your prospects to buy buy buy!!)*

*Thanks again!*

*-Melissa*

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