

# THE ULTIMATE CHECKLIST TO DOUBLE YOUR REVENUE IN ONE YEAR

by Charles John - Consultant for Clients like PIMCO, Cadillac, Chevy, AT&T, etc.

**MAXIMIZE WHAT YOU ARE ALREADY DOING RIGHT! HERE'S A SIMPLE PLAN DOUBLE YOUR ROI.**

Note: There are only 3 real ways to increase revenue - you ought to memorize these 3.

1. **Increase Clientele** (+10% at least)
2. **Increase the Size of Transactions** (+10%)
3. **Increase the Frequency of Transactions** (+10%)

If we you get a 10% Increase from 10 different sources – that is a 100% increase in revenue right?  
We actually want to achieve GEOMETRIC GROWTH – in other words:  $10\% \times 10\% \times 10\% \times 10\% \times 10\%$ ! It is easier to grow geometrically (fast) than it is linearly (slow). Its easier to multiply - here's how:
4. **Are you Split-Testing your Ads, Landing-Pages and your Sales-Page? Hint: Amazon does!**

By simply split-testing your *Ads-to-Landing-Page-to-Sales-Page* you can at least 3x sales. One headline can get you 5X more clicks. Important: The length of the runway will be directly proportional to the # of opportunities to fail! In other words make it short! From the home page how far to get to a sale? Amazon puts it all in one-click-purchase. Split-test this! And shorten the process as much as possible.
5. **Do you capture leads? The goal of your site should be to capture leads, inform and make a SALE!** Traffic is useless unless it results in a SALE. Do you have an irresistible offer on each page of your site? I recommend a "Hello-bar" with an offer at the top of every page of your site. Add a CHAT pop-up to help visitors, but require their name, email and phone #. Do you capture visitor's phone numbers?
6. **Now You Got 'em. Do you have automatic EMAIL & TEXT MESSAGING Follow-Up Sequence?** Adding an automatic follow-up sequence to every visitors who did not buy (and those who did) can increase revenue dramatically. Helpful emails are still effective but text-messaging is even more effective *not only with visitors* but your own sales team need to be reminded as well to follow-up.
7. **Do you have Re-Targeting on every page of your site - do you run Re-Targeting ads to OFFER pages?**

Wow! Capture 78% more identities on your site by Re-Targeting - Facebook has 2-Billion Users! Google + YouTube has even more - use their tremendous time & effort. Grow an invisible list today.
8. **Do you have RISK-REVERSAL on every offer?** In every transaction, one side has more risk - simply removing the risk for the other side, can increase sales dramatically. In every business deal, one side has all, is most-scared or has the most-to-lose. Offer free 30 day trials, we're all on a guarantee anyway -people will no longer do business if they don't like the product - every offer should have a guarantee!
9. **Do you have an UPSELL on every offer?** Up to 80% of your purchasers will buy a higher-priced item if it is a good deal and makes sense after the first sale - add a ONE-TIME-OFFER to dramatically increase revenue at the point of sale. Secret tip: Also add up-sells to your follow-up email and text sequences.
10. **Do you sell or buy your un-closed leads?** - You spend a small fortune to acquire a lead right? Right! And you probably close a small percent of leads right? Your competitors also only close a percent. Your competitors can be your greatest friend. Buy/Sell or create a 50% revenue-share with your ALL OF YOUR COMPETITORS UNCLOSED LEADS! Sell the leads you throw away for 50% revenue share in the deal!
11. **BONUS: Do you use a formalized systematic referral system?** Word -of-mouth is by far the best type of advertising - do you agree? By simply making referrals a requisite of doing business. One example: Adding a 10% discount on every invoice sent. P.S. I have a list of 90 MORE referral systems that other businesses use that you can use to also inspire more referrals.  
P.S. Want me to help you do ALL of this? <https://worldclassmedia.com>