

# 7 STEPS TO SEVEN FIGURES

*with Dan Caron & Eric Turnnessen*

**membermouse™**

# STEP 1: MARKET SELECTION

- Choosing a profitable market
- Solve widespread, urgent problems
- Positioning your business to grow

*Segment duration: 5 minutes*

# STEP 2: BIG IDEA PRODUCTS

- Researching hot buttons
- Speaking to the prospect's needs
- Creating valuable content

*Segment duration: 8 min, 30 sec*

# STEP 3: MAKE A COMPELLING OFFER

- Getting your pricing right
- Product formatting & deliverables
- Offer terms and guarantee

*Segment duration: 13 minutes*

# STEP 4: PAID MEDIA & AFFILIATES

- Use affiliate program to fund media
- Importance of traffic sources
- How to find traffic that converts

*Segment duration: 14 minutes*

# STEP 5: SUPPORT AUTOMATION

- Reducing refunds and chargebacks
- Customer onboarding
- Risks of custom development

*Segment duration: 15 minutes*

# STEP 6: RETENTION AND BACK-END PROFITS

- The power of customer retention
- Increasing back-end profits
- Implement a Save-the-Sale process

*Segment duration: 8 min, 30 sec*

# STEP 7: LIFETIME CUSTOMER VALUE

- Why is customer value so important?
- Customer value example
- Dominating markets using LCV

*Segment duration: 11 minutes*