PROFITPATHS®

PLANNING WORKSHEET

IMPACT OFFERING

What product or service puts the highest total dollars in your company's bottom line?

What are the biggest opportunities?

Any low competition offerings to focus on?

IMPACT PROSPECT

Who is the "**perfect buyer**" that creates the highest lifetime value when they purchase your IMPACT Offering?

With B2B this could be: "**HR Directors at companies in Nevada with more than 1,500 employees**" or maybe "**Plant Managers at chemical manufacturing companies that do more than $150MM in revenue**"

In the B2C it may be "**parents that are passionate about their kids sports in the greater Baltimore, MD area**" or "**people searching online for solutions to remove mold from their bathroom**"

PROSPECT MAGNETS

Think of resources, guides, checklists, etc. that your "**impact prospect**" who's in the market for your "**impact offering**" will absolutely love and be willing to watch, download, read, share, etc.

Ideal pieces of content can include **infographics**, **videos**, **white papers**, **checklists**, **slideshows**, **calculators**, **tools, micro sites,** and much more.

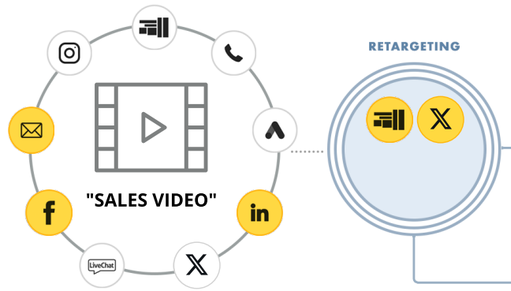
These assets are placed on pages of your site or on external pages.

CHANNEL SELECTION

INTERRUPT & PROVIDE

Here is where it all comes together. Your Prospect Magnets are put in front of your avatar where they are. They could be looking at pictures of their grandkids on facebook, reading their favorite news site, or searching online. Whatever they're doing - when they find your assets, they'll be intrigued and start the ProfitPath® journey.

EXAMPLE PROSPECT MAGNET



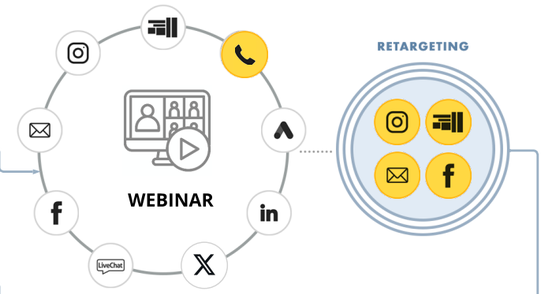
IDEAS

3 minute Video that will "sell" viewers on signing up for a webinar that teaches them 7 incredible ways to "X." This video "sells" the webinar.

ASSET GOAL

The goal is to convert the viewers into webinar registrants. Non-converters are retargeted with ads for the webinar.

EXAMPLE PROSPECT MAGNET 2



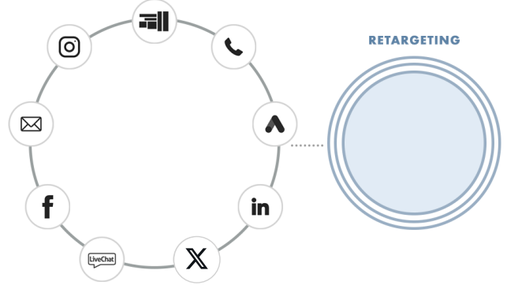
IDEAS

Webinar that teaches enough to give tremendous value but that also sells our solution and give a clear conversion path.

ASSET GOAL

To convert viewers into sales discovery sessions.

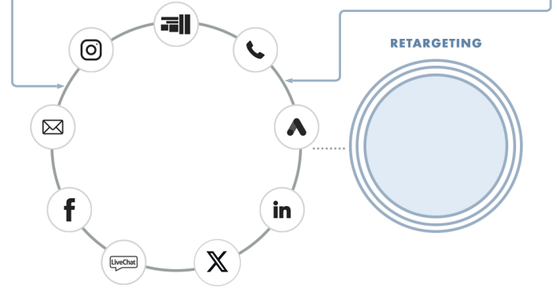
PROSPECT MAGNET 3



IDEAS

ASSET GOAL

PROSPECT MAGNET 4



IDEAS

ASSET GOAL

CONVERSION METHODS

Ultimately, we want to have all traffic convert to either a phone call or a form fill that results in a scheduled appointment.

ADDITIONAL PROJECT NOTES

Once we have data on what keywords convert into customers, we can do an SEO (search engine optimization) campaign so we are getting the same traffic without paying per click.

People who visit our prospect magnets but don't convert are to be retargeted to other magnets.

USE OUR AI TOOLS TO HELP BRAINSTORM

TOOLS & LINKS:

- 5K.co/_____
- 5K.co/ai
- heygen.com
- https://twitter.com/rowancheung
- chatgpt.com
- wordpress.com
- semrush.com
- ahrefs.com
- revealmobile.com
- chatbase.co
- midjourney.com (image creation)
- discord.com (To access midjourney)
- LostAt30k.com (Dave's Book)
- DaveConklin.com (Have Dave speak)
- 250 Prospect Magnet Ideas
- Role Specific Ai Tool Ideas:

INSTAGRAM | DISPLAY ADS | PHONE | LIVE CHAT ON SITE | LINKEDIN
EMAIL | FACEBOOK (META) | GOOGLE SEARCH ADS | X (FORMERLY TWITTER) | OTHER (SEO, TICKTOCK, ETC.)

PRESENTED BY **DAVE CONKLIN**
TEXT: (717) 598-1950
EMAIL: DAVE@5K.CO

5K.co