

# Identifying Money-Making



DRAGON 100™

There are very few things that are actually creating value for clients and that “make money” for your business. These things typically exist “outside” of what your business does day-to-day, and usually consist of the marketing that brings in clients, lead capture, conversion, and sales systems/scripts that convert buyers, and other things that will consistently bring in sales. This is truly some of the key “Secret Sauce” of your business.

## YOUR MARKET

Who’s your target market? Who are you selling to? What demographic groups are most likely to take the desired action? How do they think? What needs, challenges, and frustrations do they have?

## YOUR BUSINESS MODEL

How do you plan to make money? How will you generate revenue? What’s your cost structure? What’s your profit margin?

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## YOUR FOLLOW-UP & CONVERSION

What follow-up mechanism converts leads to sales, specifically? What else do you sell at point of purchase?

## YOUR BACK-END

What mechanisms convert clients to additional purchase after the initial purchase? What else are you doing to maximize the lifetime value of a client?