

# WORKSHEET



This worksheet will review the information that was covered in Brilliant Directories' "7 Proven Ways to Convert Visitors into Paying Members" premium webinar. By answering the following questions, this worksheet will act as a roadmap that you can follow for making changes to your website and marketing/pricing strategy. These proven methods will help you gain more business and revenue from your website's professional members. Feel free to refer to the webinar slides to help you answer these questions. Good luck!

## 1. DEFINE YOUR AUDIENCE & THEIR NEEDS

**Who should you target?** Fill in the blanks.

\_\_\_\_\_ and \_\_\_\_\_ who provide \_\_\_\_\_ and enrich your organization by \_\_\_\_\_ tangible or intangible benefits.

**What are the difference audiences you should be targeting within the C.A.T.S. system?**

1. \_\_\_\_\_
  2. \_\_\_\_\_
  3. \_\_\_\_\_
- BONUS. \_\_\_\_\_

## 2. ALIGN YOUR CONTENT W/ YOUR AUDIENCE

**Outline your selling proposition:**

PROFESSIONAL MEMBERS	CONSUMERS

### 3. CREATE A CLEAR PATH OF ACTION

What is your website's goal in relation to professional members? How will you achieve that goal?

GOAL: \_\_\_\_\_

PATH OF ACTION: \_\_\_\_\_

\_\_\_\_\_

What is your website's goal in relation to consumers? How will you achieve that goal?

GOAL: \_\_\_\_\_

PATH OF ACTION: \_\_\_\_\_

\_\_\_\_\_

### 4. APPEAR LIKE A CREDIBLE AUTHORITY

How do you appear more credible?

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

What content do your professional members want to see?

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_

What content do your target consumers want to see?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

## 5. CREATE & SELF-PROMOTE YOUR CONTENT

What are easy forms of content that you can create right now?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

What are the two best, inexpensive ways to promote your content?

1. \_\_\_\_\_
2. \_\_\_\_\_

## 6. BUILD RELATIONSHIPS

List some opportunities that you can leverage in order to build long-lasting relationships:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

## 7. ANALYZE & OPTIMIZE

Which of the following tools will you use to analyze and optimize your website activity?

- Hotjar
- Hootsuite
- Facebook Ads
- Google Analytics
- other service(s)

\* Remember to visit <http://www.brilliantdirectories.com/webinars> to watch all of Brilliant Directories' previous webinars on demand for free.