

NEXT BEST STEP

Checklist



Hi, I'm Sabine Armbruster, a 4x business owner helping mothers with coaching and consulting businesses build their business using simple, practical tools and systems.

I do this through my Flexibility Formula, delivered as part of my LCI Accelerator training program so you can spend more time with your clients... without stressing about business.

The Next Best Step Checklist (part of my 9 step Flexibility Formula) is the process that not only I use for my business, but so does every other successful business... it's been proven time and time again.

Without it, you'll fall into the same trap as most other small businesses of getting overwhelmed by everything there is to do simply because you don't have a clear plan with a next best step.

With it, you'll have a system that removes the stress of attracting new clients, creating consistent content, designing online programs, outsourcing and much more.

Happy creating with just one step at a time

Sabine

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Why have a plan?

How do you know where you're headed without a goal or destination in mind?

How do you know if you're on the right path to your goal if you don't have a plan or roadmap to show you the way?

Time is one thing we never have enough of...

Time... when it's gone... it's gone...

Time is our most valued asset...

To make the most of your time, give yourself the gift of a plan.

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9 Step Checklist to Knowing Your Next Best Step

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1. Create Your Power - write your 'client' goal/s in a few words
(how many new clients do you want and by when)

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2. Detailed Target Audience Research – get to **Know Your Clients** well (note: this is the most critical step people skip that makes the biggest difference... don't be the same)
Hint: create a word bank of words your clients use so that you can create a connection by using words that relate

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3. Nail Your Marketing Message based on your client research and the problem you solve...
'I help...(who)... do/achieve this..... so they can... (dream)... without... (frustration).'

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4. Create a Simple Roadmap of how you will help your clients reach their goals
(What do they need to do to get from A to Z)

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5. Create the course/program – design a **Solid Solution** to help them reach their goals
(How do you provide the solution to clients problems? What makes you unique?)

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9 Step Checklist to Your Personal Getting More Clients Plan

- ☐ 6. Develop the tool/s to **Build Trust**
(What tools / templates / videos / training / workshops... do you have to establish trust)
- ☐ 7. Plan your **Path to Connect** - your 1 solid marketing strategy
(Social media platform – Organic outreach or paid traffic / SEO / Referrals...)
- ☐ 8. **Welcome Aboard** your new clients – what is your process to convert, nurture & keep?
(Emails, welcome calls, Zoom, gifts, bonuses...)
- ☐ 9. Reviewing and repeating your processes is taking one step closer to **Perfection**
(Psst... you will never reach perfection... make sure you take action, know your numbers... review and improve)

***This is not a process in doing everything at once, or even listing everything at once...
this is a task in choosing one thing at each step and getting it right before you tackle task
two... JUST ONE SIMPLE STEP AT A TIME!***

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Tools I use to create my plans...

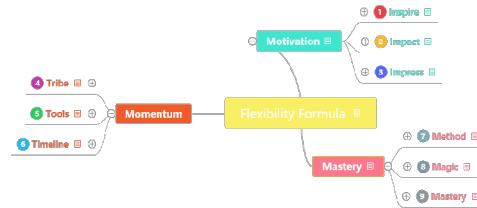
1.

Old fashioned pen and paper. I love post-it notes to get the creative juices flowing



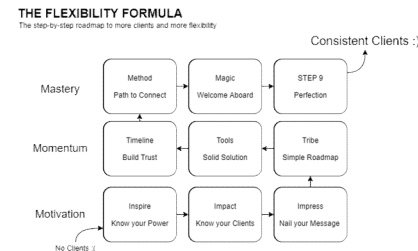
2.

Gitmind is one online Mindmapping tool I love to use to expand on ideas



3.

Draw.io is the next step for me in creating more structured flowcharts

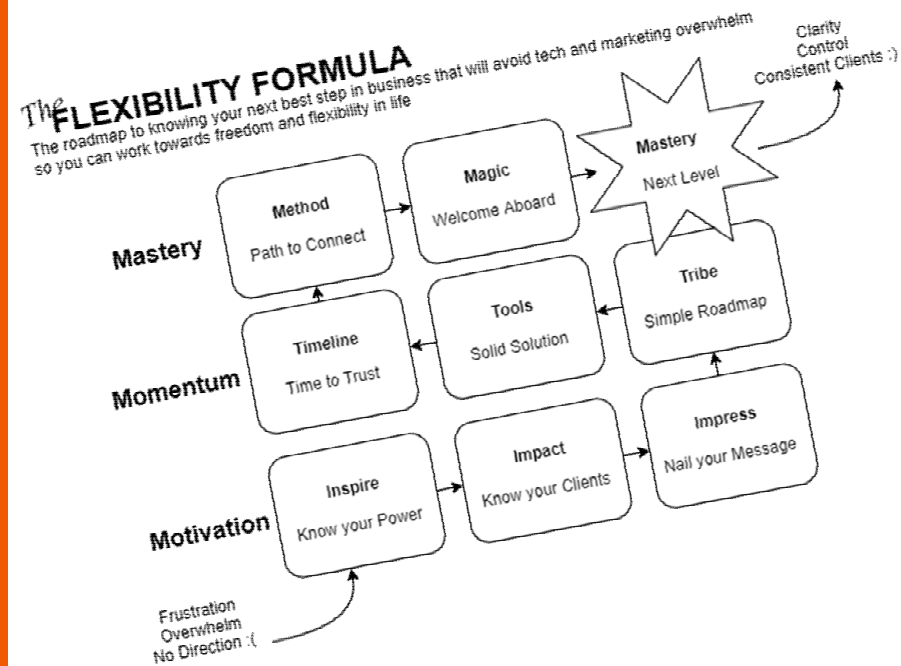


4.

Trello boards are where I keep my backend details, programs, checklists, manuals, processes...



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Here you have a tool that can give you massive results when implemented in the right way. Make sure you understand each step and personalise each step otherwise the results will not reflect it's potential and it will end up in a folder never to be seen again.

Creating the foundations for a business is no different to a house, would you invest in a house with no foundations?

So if you want to use this tool to it's full potential, I want to show you how.

The Next Best Step Checklist forms part of our detailed training where I show you step by step how to structure your business so that you know the next best step you need to take to get the results you need. That way you can sleep easy at night knowing your in full control of your time and income.

In this training I will not only show you what you need to do but I give you the structure I use so you can use in your business too.

If you'd like for me to help you get started on the Flexibility Formula for free, let's talk. Simply send me a message on messenger...

fb.me/msg/mothersofmomentum

