



**5-DAY
CHALLENGE**

The 'Red Hot' List of Perfect
Prospects Challenge

**JOIN THE GROUP
ON **

BUILD A 'RED HOT' LIST OF Perfect Prospects

5-DAY CHALLENGE

Day 3:
The Critical Mistake that Dooms
Most Marketing & Sales
Campaigns...And How to Keep
Yourself on Track



HOW MANY OPPORTUNITIES YOU NEED TO HIT YOUR CLIENT GOAL

In order to determine how many prospects you need to add to your list to hit your goals, we first must determine how many sales opportunities you'll need to hit your new client goal.

Start by reviewing the New Client Goal you listed in your Prospect Value & ROI Calculator on Day 1:

Goal for How Many New Clients You Need This Year	6
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Now divide that number by your closing percentage:

Closing Percentage	10%
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In the above example: $6 / .10 = 60$

This means that in order to close 6 new clients I'd need to have 60 sales appointments this year. Or have 60 people move into the 'interested' phase of my sales process.

HOW MANY PROSPECTS DO I NEED?

Now that you know how many qualified sales opportunities you'll need in the next 12 months to hit your goal, it's time to determine how many prospects you'll need to add to the top of your funnel.

To do so simply take the Sales Opportunities You Need Number you calculated above. and divide that by your Conversion to Call %.

Conversion to Call	10%
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(if you aren't sure of your Conversion to Call %...use 10% as a starting point.)

In the above example: $60 / .10 = 600$

This tells you how many prospects you'd need to add to your list in the next 12 months to hit your goals.

To get your weekly mission, simply divide this number by 52.

In the above example: $600 / 52 = 11.5$ Prospects Added Each Week!




To hit my goal of _____ , I will find ___ new prospects each week.

Post Your Weekly Goal in the Facebook Group here!

NEED THE LINK TO THE ROI CALCULATOR AGAIN?

You can grab the Prospect Value & ROI Calculator Link from Day 1 here!

ROI Calculator Instructions:	5-Day Challenge: Build a Red-Hot List of Perfect Prospects 	
Step 1: _____	ROI Calculator	
	_____	10%
	_____	10%
Step 2: Fill in these 4 Numbers as best you can. (if you aren't sure of your conversion from Prospect to Call or Lead...use _____)	Lifetime Value of a Client	\$15,000
	Goal for How Many New Clients You Need This Year	5
Note: This cell will auto-calculate based on your numbers above.	Expected Revenue from Leads in Next 12 months	\$75,000.00
Note: This will be the value to your business for every prospect you generate.	Prospect Value ---->	\$75,000
Step 3: Share your "Prospect Value" in the Facebook Group to be entered to win our daily prize drawing here - _____		