



Marketing Profit  
SCHOOL

# MAXIMIZING YOUR *Profit* POINTS

## To Produce Rapid Growth

*For Course Creators, Coaches & Consultants*



*Penny Kelley  
Marketing Strategy Expert*



**Marketing Profit**  
SCHOOL



A direct approach to help you get profitable results so you own a sustainable business instead of a socially glamorous dead-end job.

Penny Kelley is a Marketing Strategy Expert and Business Growth Coach who has helped clients create results from new entrepreneurs getting their first leads and sales online to experienced business owners having multi-six and seven figure weekends and launches.

With more than 25,000 followers across social media, Penny has trained hundreds of business owners to create sales funnels and utilize Facebook™ marketing to grow their businesses. Her proven Profit Formula helps clients increase revenue and profits while reducing their work hours by focusing on their most important tasks while reclaiming time to enjoy their lives.

She uses her 20 years of corporate sales, marketing, and management experience, and 6 years of business growth coaching, to help clients achieve extraordinary results in every phase of their business growth.

Penny has been featured in multiple online communities. She lives in Covington, Louisiana, USA, with her husband, one spoiled cat, and two children in college.

# Profit Points



## MAXIMIZING YOUR PROFIT POINTS

After coaching hundreds of business owners over the last several years, it's easier to see the patterns in our businesses.

New clients often come to me thinking they have a problem with Facebook™ Ads or with some other tactical element, and we peel back that onion to see they really have an issue with messaging or with getting more back end sales.

And, hey, sometimes it is the ads, and that's what we address first.

No matter what you think the problem is that needs attention, you reach a point where you can no longer ignore the fact that a six figure business does not support a six figure lifestyle.

If you like nice things and you want to have a great impact in the process, then you simply have to up your profit game. And, similar to what got you to six figures, it's not easy, but it can be simple.

Over the next pages, I'm going to walk you through some of the Profit Points that are universal in every business. Certainly for the Course Creators, Coaches and Consultants out there, but also many other businesses. You are just the ones I know how to help the fastest.

So, forget about what you've tried in the past, or courses you bought and didn't even watch or listen to...

It doesn't matter if you just hit those magical five figure months or you've been stuck there a few years, let's focus on maximizing your profits and driving your business forward.



# People

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## Can You Segment Or Niche Further?



It's likely that you're pretty clear on your WHO to get where you are now. However, there's almost always a little money being left on the table in this Profit Point.

Are there segments or sub-segments that might be more valuable or looking for a higher level program?

Are there ways for you to niche down even further while still having ample target market for growth?

This is simply a brainstorm or *Thinking Time\** question to work through. There may not be a simple answer, and it may come later.

My challenge for you is to just *think* about it. Challenge yourself to consider how you might uncover even more lucrative segments or sub-niches within your existing market.

\*Reference: Keith Cunningham, "The Road Less Stupid" - get it on Amazon ([affiliate link](#))



# Price

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## Increase Your Prices



There are countless tales in marketing classes about corporations who were saved from the brink of disaster by a simple price increase. My favorite is the Sara Lee Pound Cake version - nothing changed but the price, they doubled profits in that division (which was the core of their company at the time).

If you know the value is there, and your program is on point for your audience, make sure you are asking a fair market price. Your audience and your clients respect the value-price relationship and will appreciate that you respect yourself and the value of your program enough to position it properly in the marketplace.

One of my recent clients was able to increase her Average Order Value (AOV) by almost 50% with one price change. What could that do for your business?

When was the last time you checked out your pricing against what is in the marketplace for your target market? Now is a great time to do just that. Review your pricing and see where you may have an opportunity to split test an offer to increase profits right away.



# Conversions

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### Conversion Points - All of Them...

Stay with me now, because this is where a lot of people let their eyes glaze over and start multi-tasking or get distracted.

You haven't made it this far in your business by ignoring the numbers, so let's talk about some of the most critical numbers for future profits...conversion rates.



There is variance depending on your funnel and offer, but here are some key conversion rates to review. Benchmarks can vary wildly by niche and market. I like to start by comparing your data to your own historical data.

- Link Click-Through Rate (CTR) from Ads, Posts, Content (especially ads)  
(Note: CTR All is addressed when I get to ads.)
- Traditional SLO Funnel:
  - Opt-in, Sales Page, Order Bump, OTO(s) or Upsell(s)
- Consult Funnel (Phone Sales):
  - Opt-in, Calls Scheduled, Calls Completed, Sales Converted, Upsell if applicable
- Webinar Funnel:
  - Registration/Opt-in, Webinar Show-up, Webinar Stick, Sales from Webinar, Sales from follow-up, Bump, Upsells
- Add to these: Abandon Cart Recovery & additional Back-end or High Ticket Ascension programs.



# Traffic

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### Consistent, Predictable Traffic

Remember your first time?

You know, the first time you had an ad that converted? I remember the thrill when I generated my first lead online, then the pure joy when I got my first sale. It was a \$1 trial on an affiliate product. I was on vacation with my family in the summer of 2014, and I literally made money while I was sleeping. It was like I had discovered alchemy! It was pure magic, and I was hooked.

That sale came from a Facebook™ ad and started my love affair with the platform. Our relationship has seen some rocky times, but it's still my reliable right-hand for paid traffic.

These days I do prefer to mitigate risk active traffic on at least two platforms. Typically, this means both Facebook™ and Google™.

As a Certified Facebook™ Marketing Consultant, I've helped hundreds of businesses with their ads. I can also tell you that what you see as an ad problem may very well be a messaging problem.



Social copywriting is a bit different than traditional direct response copywriting, and can be a challenge. This is the first key to ad success.

Following that, it's storytelling and influence. This comes from having a grasp of psychology and what motivates people to take action. Probably the most important factor is having a deep understanding of your market's pains and desires, obstacles and challenges, and how the benefits of your product or program help them achieve a desired outcome or solve a problem.

# Traffic Metrics



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# The Traffic Metrics That Matter

There are so many different takes on 'proper' Facebook™ ad metrics and what you should be tracking. Here's a quick look at what I consider the bare necessities for profit analysis and tracking.

- CTR (All) & CPC - relevance indicator
  - CTR (Link) & CPC
  - CPM (Cost Per 1000 Impressions) - quality indicator
  - CPL (Cost Per Lead)
  - CPA/CPR (Cost Per Acquisition / Result)
  - Purchase Conversion Value
  - ROAS (Return On Ad Spend)

**ProTip:** Consistently run ads during non-promotional periods to keep ad costs as low as possible during promotions and launches. I call this 'dancing' with the algorithm. Consistency and recency matter for pixel & algorithm performance.





# Retention

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### The Power of Retention & Referrals

**Retention:** It is somewhere between 5x and 25x harder to acquire a new customer than it is to retain an existing one. (Source: Harvard Business Review)

This is the single biggest argument to have 'white glove' service and stellar fulfillment. When someone becomes a client, they join your family. It's your job to make them feel that way.

You want them to think, "Wow, I BELONG here. These are my people." Think about that for a minute. How powerful is that for your long-term business growth and profitability?

Now, let's talk about **Referrals**.

Not only do you want clients to believe they would be crazy to go anywhere else, you also want them to actively think of how to share your program with others.

Honestly, your best possible position is to have clients know that sharing your program with their friends or colleagues will make them look good - make them look smart for finding you. This can lead to rapid revenue & profit growth when combined with the right high ticket offers on the back end.

Of course, having some sort of referral program can help as well. Loyalty rewards or referral fees or bonuses can be a great way to reward them.



# Conclusion...

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## Conclusion

The bottom line is that what got you to the six figure dance in your business is not going to get you to high six or seven figures. And by now you likely have discovered that a six figure business does not support a six figure life.

And you can have so much more impact if you just tweak a few things.

So, it's time to grow...

I specialize in helping business owners and entrepreneurs maximize their sales and profits to break through those profit ceilings and create their new baseline normal income levels.

Every new challenge brings a new adventure.

Anything is possible with the right people by your side.

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