



# **PROFIT MAXIMIZER CHECKLIST**

**52 QUESTIONS TO GET  
THE MOST OUT OF  
YOUR BUSINESS**

By: Dan Lu

Hey there,

It's Dan Lu here.

Thanks for grabbing this checklist. It's really going to help you assess your business and if you're really maximizing it to its fullest potential.

It's one thing to build something that sort of "works". It's another to optimize it to be a well-oiled machine.

On the next page, you'll find questions and checkpoints to assess your entire business ranging from your advertising, traffic sources, your sales mechanism, your assets, personnel, processes, etc.

As you go through the list, make a note of what you're currently doing and write down ideas of how to improve specific areas.

For example, if you're looking at your landing page and it's converting at 20% and you're not using an element of curiosity, then make a note of a new headline, image, etc. that could evoke curiosity in people and increase your conversion rate.

Make sense?

Then, do that for each question so you can find all of the areas that you can improve your business.

Small tweaks or changes can have a *dramatic* impact on your results—especially when combined. From your leads, customers, revenue, profits, etc., you'll be able to identify ways to help your business grow *efficiently* moving forward.

Keep in mind the concept of **leverage** and how you can use other people's resources —time, energy, experience, money, skills, etc. — to grow your business.

I look forward to helping you soon,

**Dan Lu**

1. How many channels or platforms are you using to acquire first-time customers?
2. Are you testing new ways to get awareness on your business?
3. Are you putting more of your advertising dollars towards the *most* profitable campaigns?
4. Do your advertisements provide value or educate prospects instead of just pitch?
5. Does your website have one *main* call-to-action that gets your visitor to either become a lead or a customer?
6. Have you removed all unnecessary content/options that distract visitors from becoming a lead or customer on your website?
7. Does your landing page offer a specific benefit to your prospect and contain curiosity?
8. Have you focused on increasing the level of the relationship with the prospect BEFORE they come to the landing page to increase your conversion rate (i.e. provide value in your ads or website)?
9. Does your lead magnet provide value, demonstrate your expertise, and seamlessly transition into your next offer?
10. Are your emails focused on addressing your lead's problems, challenges, goals, desires, etc.? Or do they just talk about your business?
11. Is your email campaign taking into account the behavior of your leads (i.e. opens or clicks) and adapt to make them more effective?
12. Is your sales copy well-written and touches on all the major points to help someone make a buying decision?
13. Is your sales page designed in a way that makes your business appear high-value and allows your lead to easily consume all of the content?
14. Does your offer contain a bonus stack to help entice people to buy?
15. Do you use price anchoring to help people understand the value of what they're getting when they make a purchase and reduce price concerns?

16. Are you using some form of urgency or scarcity to get people to take action immediately?
17. Do you include any upsells or downsells in your sales process to increase your average order value?
18. Do you have a specific plan for people who don't buy initially to make sure that they buy at a later time?
19. Are the people on your team being used in the best way? Are they maximizing their output and do they enjoy what they do?
20. Have you tested what to do *after* the initial purchase to generate repeat buyers?
21. Have you looked into ways of accelerating or shortening the sales process?
22. In what ways are you distinguishing and separating yourself or what you offer from the competition or others in your industry?
23. How many referrals systems do you have that try to bring in new prospects through your *current* customers/clients?
24. Are you getting new leads and customers through strategic partners that already have/serve your target market?
25. Are you leveraging the content you create in *multiple* places to get maximum exposure?
26. Can you barter your products/services instead of spending cash to advertise to reduce costs of acquiring new customers?
27. What are you currently doing that is costing you opportunity for growth elsewhere?
28. Are you doing activities that are the *best* use of your time and energy on a daily basis?
29. What do you need to reduce, eliminate, outsource, or delegate now to make your business function more efficiently?

30. What are the bottlenecks in your business that are preventing you from growing and what can you do to eliminate them?
31. What products/services (if any) do you need to remove from your offerings so you can focus your energy elsewhere for higher yield.
32. Have you *ethically* looked at your competitors to find ways to improve your business?
33. What can you do to go above and beyond for your customers/clients to help them?
34. What percentage of your customers/clients achieve the results they're seeking and how can you improve that percentage?
35. Have you looked at your best campaigns that have brought in revenue and are you consistently using them?
36. Are you leveraging testimonials and success stories across your marketing and media?
37. Have you tried restructuring your offers such as bundling, creating packages, increasing size or volume, etc.?
38. Do you enjoy working with your current customer/client base? If not, what do you need to change to work with the people that you want?
39. Should you focus on a different market to achieve your goals (i.e. high-end clients)?
40. How are you positioning yourself in your industry as the leader and go-to choice?
41. Do you have a strong backend to your sales process to maximize your leads and customers?
42. What assets do you have that others want and you can leverage for more revenue?
43. Do you have contingency plans in place if certain events were to happen in your business? For example, ad account is banned, key personnel leave, a supplier raises prices or shuts down, you have an IT issue, etc.
44. Do you have special processes in your business that you can license to other non-competing businesses?
45. Are there other people/businesses that have processes for selling, processing, manufacturing, etc. that you can license to improve your own operations?

46. Do you know your lifetime customer value and how much you can spend to acquire new customers?
  47. How many ways of generating repeat business do you have?
  48. What strategies are your *top* sales people using that they can teach to the rest of your sales team?
  49. Have you tried other means of communicating with your leads (i.e. email, Messenger, text, calling, etc.)
  50. Who can sponsor or endorse your business to make you a trusted company in your area or industry?
  51. What expenses can you reduce to improve your margins?
  52. Do you have different offers/products/services for customers who want different levels of attention, accountability, service, etc.?
- 

Thanks for going through this guide. I hope it's helped spark new ideas to improve your business and your results.

Start thinking about the **maximum and best use of everything in your business**. It has to become an *approach* for everything you do—both internally and externally.

Now, you might feel a bit overwhelmed and not know where to start to get the most out of your business.

If you want more personalized help, apply for a *complimentary* strategy session.

In that session, we'll dive into your business, identify your *true* goals, your challenges, and we'll develop solutions *together* on how to best reach your targets.

All best in your business and life,

**Dan Lu**, *Business Growth Strategist*

[CLICK HERE TO APPLY FOR A STRATEGY SESSION](#)