EMPIRE BUILDER ACADEMY

MODULE 06 WORKSHEET

SELLING AND GETTING CUSTOMERS

Fillable worksheet and action checklist. Print it, or type into the DOCX version.

THE ONLINE ENTREPRENEUR BLUEPRINT

From Zero to Your First Online Business

06

BUILD SMART. LAUNCH FAST. SCALE WITH AI.

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MODULE 6 WORKSHEET: SELLING AND GETTING CUSTOMERS

Part A: Offer Builder

Element	My offer
Offer name	
Target customer	
Intended outcome (no guarantees)	
Deliverables	
Delivery method and timeline	
Price and payment terms	
Risk reducer	
Bonuses (optional)	

Feedback from 3 people: _____

Part B: Pricing Calculator

Line	Amount
1. Monthly income target	$
2. Monthly business expenses	$
3. Tax set-aside estimate	$

Line	Amount
4. Total needed (1 + 2 + 3)	$
5. Billable hours per month	
6. Minimum hourly rate (4 ÷ 5)	$

Competitor	Offer	Price	Notes

My launch price: $_____ Why: _____

Part C: My Funnel

Stage	What they see	Tool	Metric
Awareness			
Interest			
Lead capture			
Nurture			
Decision			
Post-purchase			

Part D: Communication Standards

Response time: _____ Channels: _____ Hours: _____

Part E: Funnel Metrics

Step	Number in	Number out	Conversion rate
Visitors → leads			%
Leads → consultations			%
Consultations → customers			%
Page visitors → purchases			%

Biggest drop-off: _____ Change I'll test: _____

Part F: Customer Journey

Touchpoint	Friction	Improvement

Action Checklist

- [ ] Write your core offer with all seven parts
- [ ] Calculate your minimum price and research competitor prices
- [ ] Set your launch price and package tiers
- [ ] Write a full sales page draft
- [ ] Map your sales funnel and the tools for each stage
- [ ] Write a welcome email sequence or consultation process

- [ ] Create inquiry, consultation, and proposal templates
- [ ] Write a three-message follow-up sequence
- [ ] Add follow-up dates to all open leads
- [ ] Calculate conversion rates for your funnel steps
- [ ] Map the customer journey and implement one improvement
- [ ] Create a feedback form and review request message