Smartly Empowered



THE SIDE BUSINESS REVENUE GROWTH *Checklist*

20 HIGH-IMPACT ACTIVITIES
TO ATTRACT BUYERS,
INCREASE ONLINE SALES &
BUILD CONSISTENT REVENUE

THE REVENUE GROWTH CHECKLIST

Focus on the strategic activities that drive real sales and consistent revenue.

1. POSITION FOR PROFIT

Define, validate, and package a high-demand offer.

- [ ] Identify one specific problem you solve for a defined customer.
- [ ] Validate demand with 3–5 real potential buyers (survey, DM, or quick offer).
- [ ] Package your solution into a clear, results-focused offer (with a strong benefit and price).

2. ATTRACT HIGH-INTENT BUYERS

Get the right people to discover your offer daily.

- [ ] Create a 7-day content plan that speaks to your customer's problem and desired result.
- [ ] Produce 3–5 high-value pieces of content each week (post, video, or live).
- [ ] Use a clear call to action that moves people to your free resource or offer.

3. BUILD YOUR BUYER LIST

Turn interest into a growing list of potential customers.

- [ ] Offer a valuable free resource (lead magnet) that solves a real problem.
- [ ] Set up a landing page and automated email welcome sequence.
- [ ] Nurture your list with helpful, trust-building emails that lead to your offer.

4. CONVERT INTEREST INTO SALES

Make it easy for the right people to buy.

- [ ] Optimize your sales page with a clear promise, what's included, and the result.
- [ ] Use proof (testimonials, case studies, or real examples) to build confidence.
- [ ] Make the purchase process simple and test it from start to finish.

5. SCALE & SUSTAIN REVENUE

Build momentum and increase your income.

- [ ] Track key numbers weekly (visits, leads, sales, and conversion rate).
- [ ] Identify what's working and do more of it (content, offer, or channel).
- [ ] Plan your next revenue move (new offer, upgrade, or bundle) based on your results.

YOUR GROWTH CHECK-IN

IDENTIFY YOUR BIGGEST REVENUE OPPORTUNITY
AND FOCUS YOUR NEXT MOVES.

WHERE IS YOUR BIGGEST REVENUE GAP?

- ○ My offer isn't clear or validated.
- ○ I'm not consistently reaching the right buyers.
- ○ I'm getting interest, but not enough leads.
- ○ I have leads, but they aren't turning into sales.
- ○ I'm making sales, but I need a simple plan to grow.



YOUR NEXT FOCUS

Choose one area above and complete the related checklist activities this week.

MY WEEKLY PERFORMANCE TRACKER

Metric	This Week	Goal
Sales Page Visitors		
New Email Leads		
Purchases (Sales)		
Revenue Generated	$	$

SE

You're Cordially Invited to the

Corporate to Owner
LAUNCHPAD

A 4-WEEK PROGRAM TO TURN YOUR SKILLS
INTO A PROFITABLE DIGITAL PRODUCT BUSINESS.

RESERVE YOUR SEAT →