



Shine Adventure Money Making Plan Model 1

Hi there!

Welcome to the Shine Adventure Money Making Plan Template. The Purpose of this template is to help you put all your thoughts and online business plans in one document. If I were to ask you do you want to have an online business, you might say yes however if I were to ask you do you have an idea of how to break down your income for the year into what you are selling that just might be a big NO!

So I want to help you get super clear on how exactly you are going to earn money online. One of the most known strategies is the triangle funnel where by you follow this strategy. There are many strategies, there are no rules. So today we will talk about this strategy!

1. Design a signature product this can range in price from €97,€197,€297,€497,€997 and up!
2. Design a low cost product that will allow your customers to get an idea of who you are and how you can help them in relation to overall solution you are going to provide, price from €10,€19,€27,€47. If you are selling to people who do not know you I would keep this low cost.
3. Design a free product which could be a pdf, a checklist, a mini-video course, a summary board, an ebook anything that your audience will think wow that looks great I will gladly exchange my email for this!

So I have created some tables below to help you get super clear on how you are going to make money this year and how your products, whether you have created them or not will help you earn that income. Just take 30 mins to fill this in and you will have super clarity on what it is you REALLY want to do online!

Keep Shining!
Martha Fraser



What Are/Will You Selling To Make Your Income?

| Signature Products | Product/Service Name: | Product/Service Name: | Product/Service Name: | Product/Service Name: | Product/Service Name: | Product/Service Name: | Total Income |
|--|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|---------------------|
| Product Name | | | | | | | |
| Product Cost | | | | | | | |
| Number of Units to sell in this year | | | | | | | |
| Number of Units to sell in this quarter | | | | | | | |
| Income for the Year of this Product | | | | | | | |
| Mini Product Related to big product to sell | | | | | | | |
| Product Name | | | | | | | |



| | | | | | | | |
|--|--|--|--|--|--|--|--|
| Product Cost | | | | | | | |
| Number of Units to sell in this year | | | | | | | |
| Number of Units to sell in this quarter | | | | | | | |
| Income for the Year of this Product | | | | | | | |
| Free Product | | | | | | | |
| Total Income | | | | | | | |



Creating Your Triangle Model of Online Selling

Please Note: Not everyone includes the low product, there are no rules, you can create your own model. This is just one type of proven strategy.

| Section 1 - Product(s) To Sell | | | |
|--|------------------|------------------|------------------|
| | Product 1 | Product 2 | Product 3 |
| What are you selling? | | | |
| What problem does it solve? | | | |
| Who is it for? | | | |
| Why will they want it? | | | |
| What is the benefit? | | | |
| What is the cost in time? | | | |
| What is the cost in money? | | | |
| Section 2 - Mini-product(s) | | | |
| What could be a lead-in product to this? A mini product at lower cost? | | | |
| Why would people want this? | | | |



| | | | |
|--|--|--|--|
| What problem would it solve? | | | |
| What are the benefits? | | | |
| What is the cost in time? | | | |
| What is the cost in Money? | | | |
| Is there any bonus? | | | |
| Where are you going to offer this product? What apps will you use, what is your advertising strategy for this? | | | |
| | | | |

Section 3 - What can you give away for free to attract the audience who would like these products above?

| | | | |
|--|--|--|--|
| What would be a good introduction/overview to this area? A short video course, a checklist, ebook, summary document, | | | |
| What format would it be? | | | |
| What content will you share? | | | |
| How will you distribute it? | | | |



| | | | |
|---|--|--|--|
| What apps will you use? Youtube, periscope, Facebook Live, pinterest, twitter, | | | |
| What will be your strategy to gain traction and build your email list? | | | |

| To Do List - tick off what you need to do for each of your triangle products | Product bigger Price Name: | Mini Product Name: | Free Product Name: |
|--|----------------------------|--------------------|--------------------|
| Sales Page | | | |
| Upsell Page | | | |
| Webinar Content Sales Page | | | |
| Webinar Content | | | |
| Webinar Pre/Post Emails | | | |
| Email Sequence | | | |
| Facebook Ads | | | |
| Twitter Posts | | | |
| Periscope | | | |



NOTES



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www.shineadventure.com

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From Acorns Big Oaks Grow

**4 years ago I never thought I could have
an online business and held an event like this!**

I did it

I focused

I got clarity

I created a plan

I followed through on the plan

I made my dream happen!

And so can you, whatever your dream is:)

