

JAMES SCHRAMKO

The Spreadsheet Approach to Building a Money-Making Machine

When putting together a source of income that will run with relatively little effort from yourself, it helps to pull up a spreadsheet and map out the considerations. Among the things you'll want to address are:

- 1. What sort of result does the client need?** - You want to focus on outcomes, not the product. What will the prospect be able to do after they use your solution?
- 2. How do you describe the result?** - Your language has to make sense not just to you and to people already using your product, but to potential customers.
- 3. How can you get people an immediate result before they even use your product?** - People are much more likely to buy your solution when they've already experienced the benefit of your help. This might be achieved by means of free material like a book or a challenge. The opt-ins for that material will have the added benefit of growing your database.
- 4. What do we need out of the business for the solution to work?** - Determine what delivery of your product will involve. What is the process?
- 5. What do the numbers look like?** - Do an effective hourly rate analysis. How many hours would fulfillment take? How much of your time, especially, would it require, and how much does that represent monetarily?
- 6. How does the product compare to other solutions?** - Is there an alternative that will help the customer better, and convert more, while having more leverage and requiring less hours from you?

Build a business you enjoy and a life you love inside the [James Schramko membership](#)