

*** Copy this Google Doc to your own Google Drive so you can edit it and make it your own*

Use this worksheet to work through ideas in the webinar in an actionable way. For every question write what you would like to be the answer (so maybe this isn't true now but you want it to be true). Evaluate underneath your "ideal answer" the steps you need to take to achieve what you want to have in your business, then create tasks today to make that a reality.

1. What do your care plans include?

Scope of work:

Value adds (or add ons to the plans):

Tasks for you to achieve the above:

2. What are you charging for your care plans?

Current prices:

Prices for your add ons:

Do you need to raise your prices on existing or future clients?:

Tasks for you to achieve the above:

3. Client outreach.

What clients need to have prices raised so your plans are profitable?

What clients would benefit from your Add Ons?

Tasks for you to achieve the above:



In the webinar I mentioned that when outreaching to your clients for new add ons, or even when raising prices, you always have to give a reason for the change. Use the email template below to customize for your clients when presenting a new add on to increase your recurring revenue.

Hey [first-name],

As you know, [KEY BENEFIT FROM CARE PLAN THAT RELATES TO ADD ON] is the core of why we have your website on a website care plan. Every day the scope and breath of what's needed around [KEY BENEFIT] changes. It's our job to stay on top of these improvements and evaluate if they apply to you and your website.

Recently we [REASON FOR THE CHANGE - Hired a Team, acquired a software, etc] that will allow us to carry out advanced features in regards to [KEY BENEFIT] for our clients who's site could benefit from this extra attention.

With this addition to our tool kit, we've crafted an "add on" for your website care plan to include [LIST OUT FEATURES AND BENEFITS OF ADD ON].. All this can be activated on the site for a nominal add on fee to your current plan.

Do you have 10 minutes this week so we can have a chat about these improvements? Here's my calendar [INSERT LINK]. Feel free to pick whatever time suits you best.

Speak soon,

[signature]

Thanks for joining me on the webinar for Website Care Plan Add Ons. You can find more of our training at <https://wpcaremarket.com/training> and can join our network and get a free resource from our training at <https://wpcaremarket.com/join-our-network/#mailing-list>