

LEVEL UP



LAUNCH BLUEPRINT

WORKBOOK



Hi! I'm Martine Alphonse



I'm here to help you establish and implement the strategy, systems, and automations you need to grow and scale your online business.

As an Online Business Strategist with over 10 years in the online business space I have the knowledge, skills, and experience to help you put the whole picture together. Not just the marketing and business strategy but also the systems, design, tech, and data analysis to put it in motion and optimize your growth.

It's my mission to help other women entrepreneurs create the financial freedom and independence in their business that can help change the world



Which of the 4 Keys is recommended for you to focus on right now to make that shift from growing to scaling so you can increase your revenue and take back your time in your online business. Your results will be:

- Personalized to you.
- Targeted at filling the most pressing gap in your business.
- Give you options based on what stage of your business growth you're in.
- Offer you next steps to take.

A photograph of a workspace. In the foreground, a white ceramic coffee cup is partially filled with coffee. Behind it, a laptop with a black keyboard and a rose gold frame is open. The laptop screen shows a document with several blue sticky notes attached to it. The entire scene is set on a white, slightly wrinkled surface. A thin, light-colored border frames the image.

BUSINESS & OFFER STRATEGY



BUSINESS & OFFER STRATEGY

Your business will benefit most from you focusing on your business strategy and offer strategy.

Having a clear understanding of the customer journey your ideal humans take to go from being in your audience, to first making a purchase, and ascending to your higher touch/higher investment services is critical to implementing the strategy to guide them through that experience.

Having clarity and confidence around the free and paid offers and services you put out into the world and how they flow creates an amazing experience for your customers/clients and helps eliminate your overwhelm & trading time for dollars so you can scale and grow your business the way you desire on autopilot.



your blueprint

YOUR BUSINESS & OFFER STRATEGY BLUEPRINT

Where you currently are in your business journey will determine what strategies you'll want to implement to grow and scale your business. Don't feel pressured to jump to incorporate more advanced strategies until you've established your foundations.

Get Started with:

Establishing Your Core Offer

Grow with:

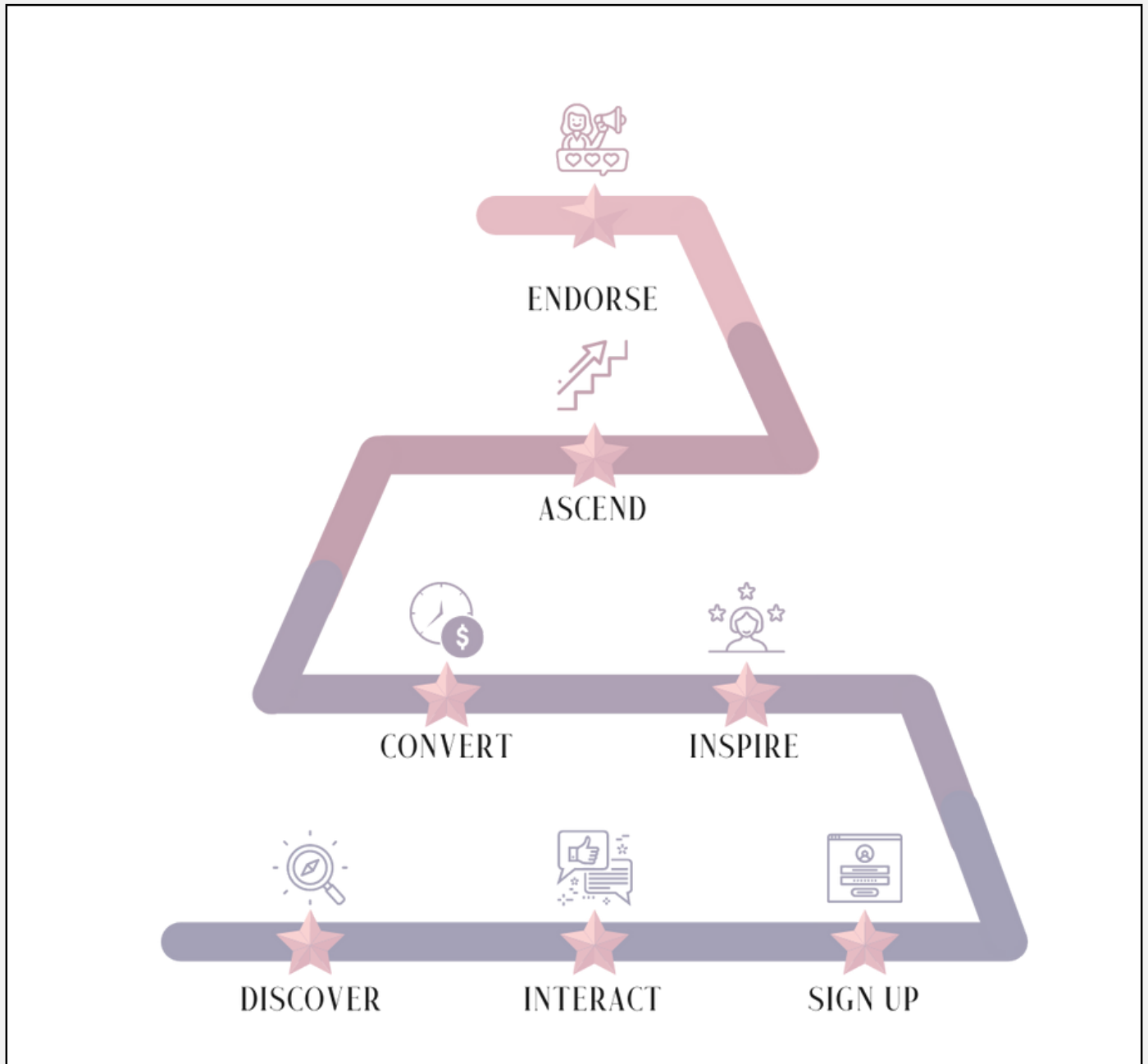
Expanding Your Offers to build out a Full Value Ladder

Scale with:

Shifting from 1:1 and Done for You Services to Group or DIY offers
Diversifying Your Income

Offer & Business Strategy Workbook

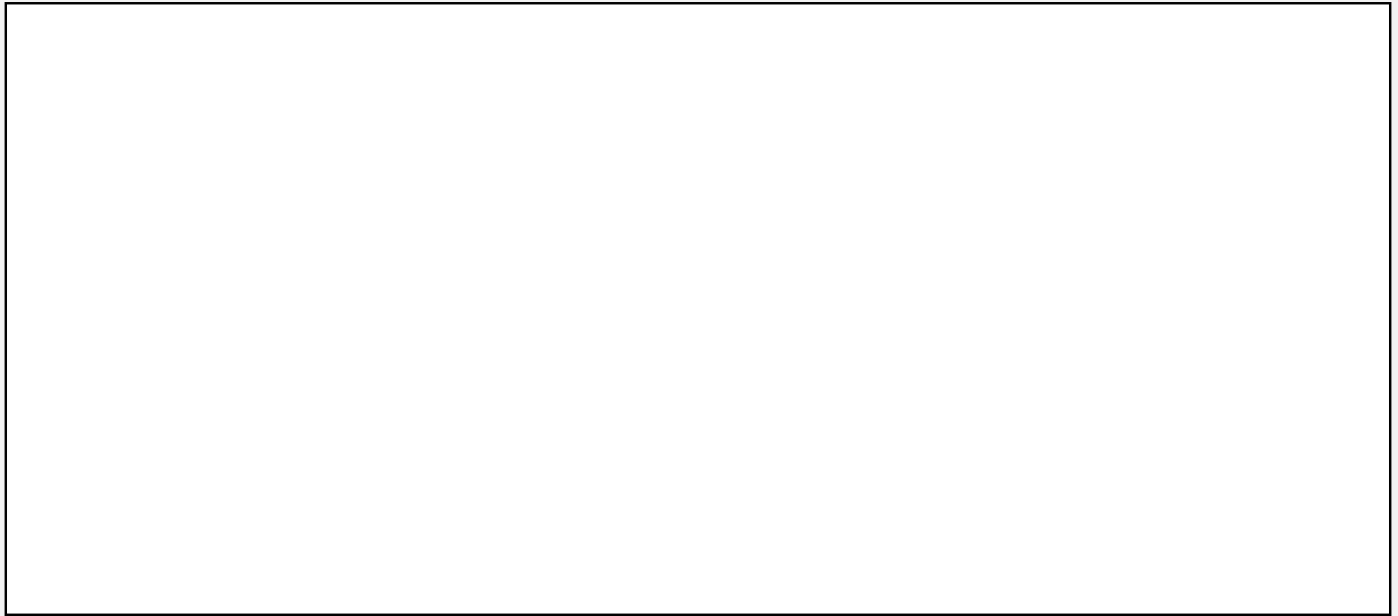
One of the first steps in establishing your business strategy and then your offer strategy is understanding your customer/clients's journey.



This is your blueprint for how you'll take strangers and turn them into customers in your business.

Offer & Business Strategy Workbook

How am i currently generating new leads? What free offers do I have?



What low ticket offers do I have to make that first sale to a new client an easy "hell yes!"?



A photograph of a workspace. In the foreground, a white ceramic coffee cup is partially filled with coffee. Behind it, a laptop with a black keyboard and a rose gold frame is open. The laptop screen displays a website with a grid of blue sticky notes. The entire scene is set on a white, wrinkled fabric surface. A thin, light-colored border frames the image.

FUNNELS & MARKETING

RISINGWOMENNETWORK.COM



your results

FUNNELS & MARKETING

Your business will benefit most from you focusing on your marketing and sales strategy, including lead and sales funnels, for your existing or future products and services.

Like it or not, part of being an entrepreneur is sales and marketing. I know many entrepreneurs, especially purpose led entrepreneurs, feel like sales and marketing are “icky” but they’re not! Embrace it!

If you know that what you offer can positively impact the lives of others, then getting those incredible offers out to your people is doing them a service! They deserve the opportunity to improve their lives with what you offer.

It is possible and POWERFUL to have a marketing and sales strategy that delivers AND feels good!



your blueprint

FUNNELS & MARKETING BLUEPRINT

In order to automate and optimize the selling process in your business and increase your conversions and average order values there are several options you can explore depending on your business, including:.

Get Started with:

- Application Funnels
- Appointment Booking Funnels
- Lead Generation Funnel

Grow with:

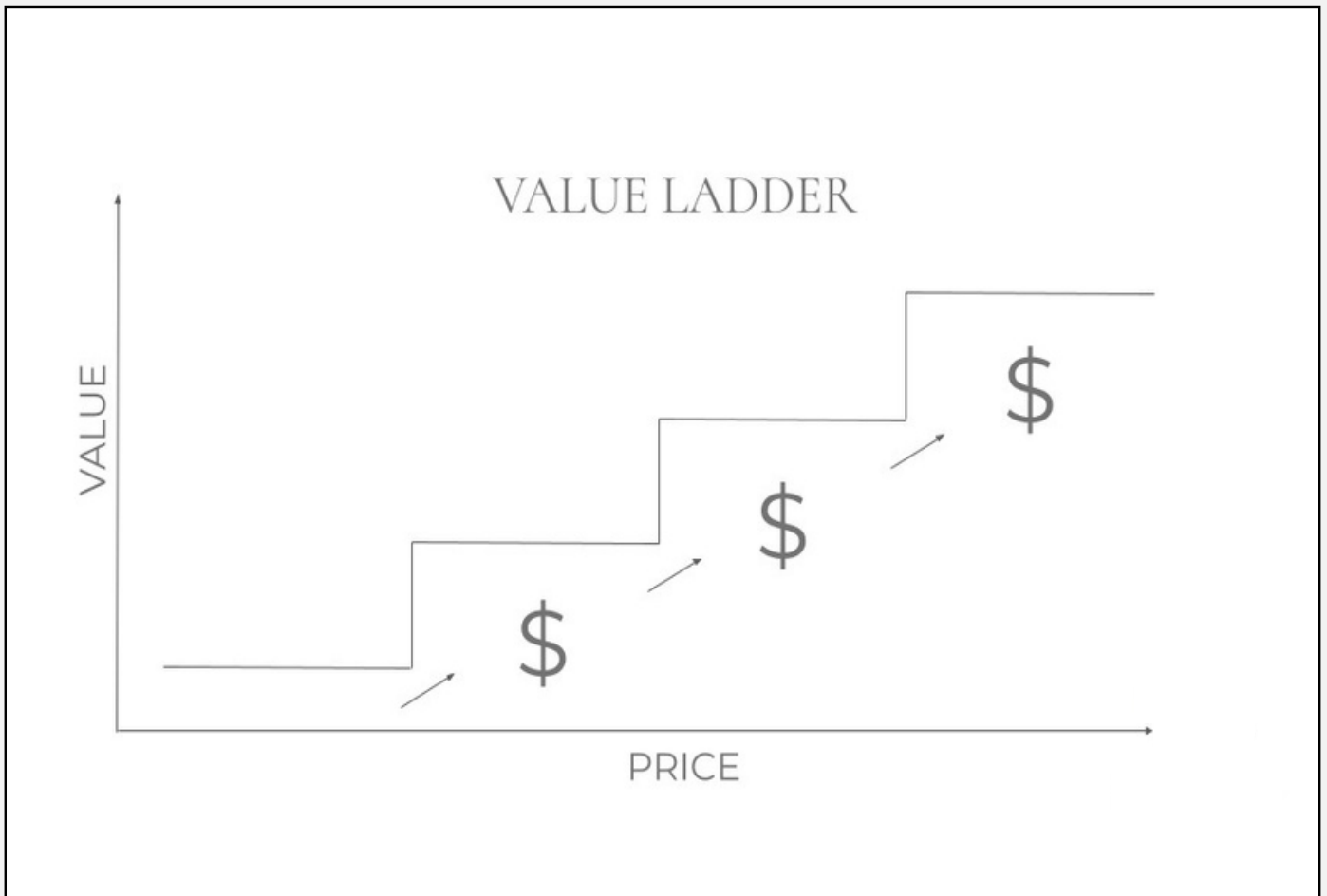
- Tripwire Funnels
- Webinar Funnels
- Pressure Launch Sales Funnels

Scale with:

- Evergreen Launch Funnels
- VSL Funnels
- Self Liquidating Offer Funnels

Funnels & Marketing Workbook

One of the first steps in next levelling your Marketing Strategy and planning your Funnel Strategy is beginning to build out the Value Ladder for your Business.

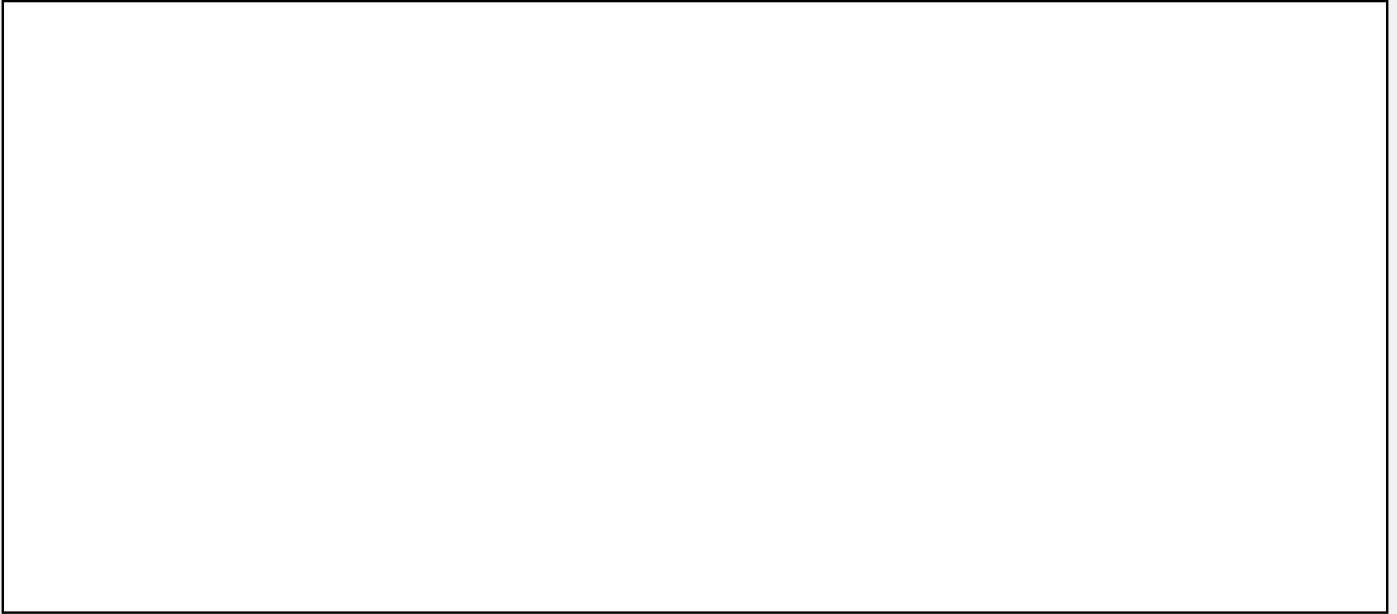


This is your blueprint for meeting your clients and customers where they're at in their journey and supporting them through it with your offers.

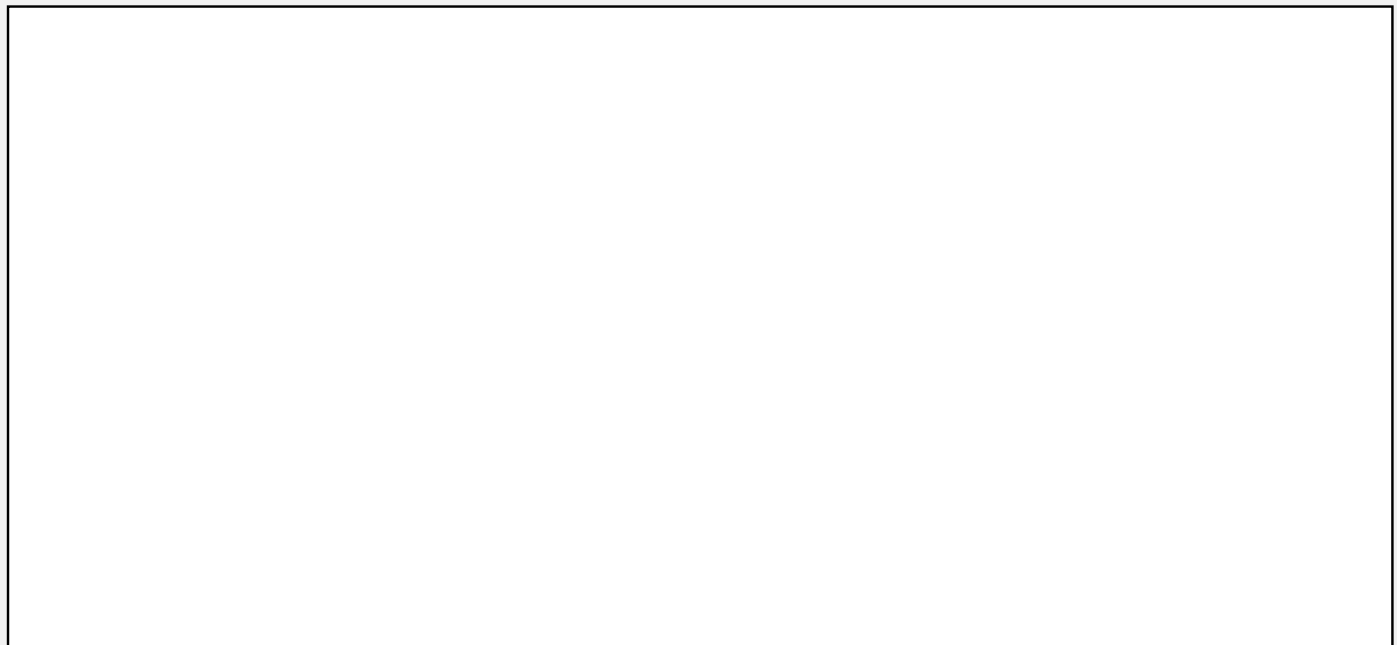
You can find out more about optimizing your marketing strategies by creating a value ladder for your business and introducing lead generation and sales funnels.

Funnels & Marketing Workbook

Am I actively marketing myself and selling on social media or just using it as an influencer and social tool?

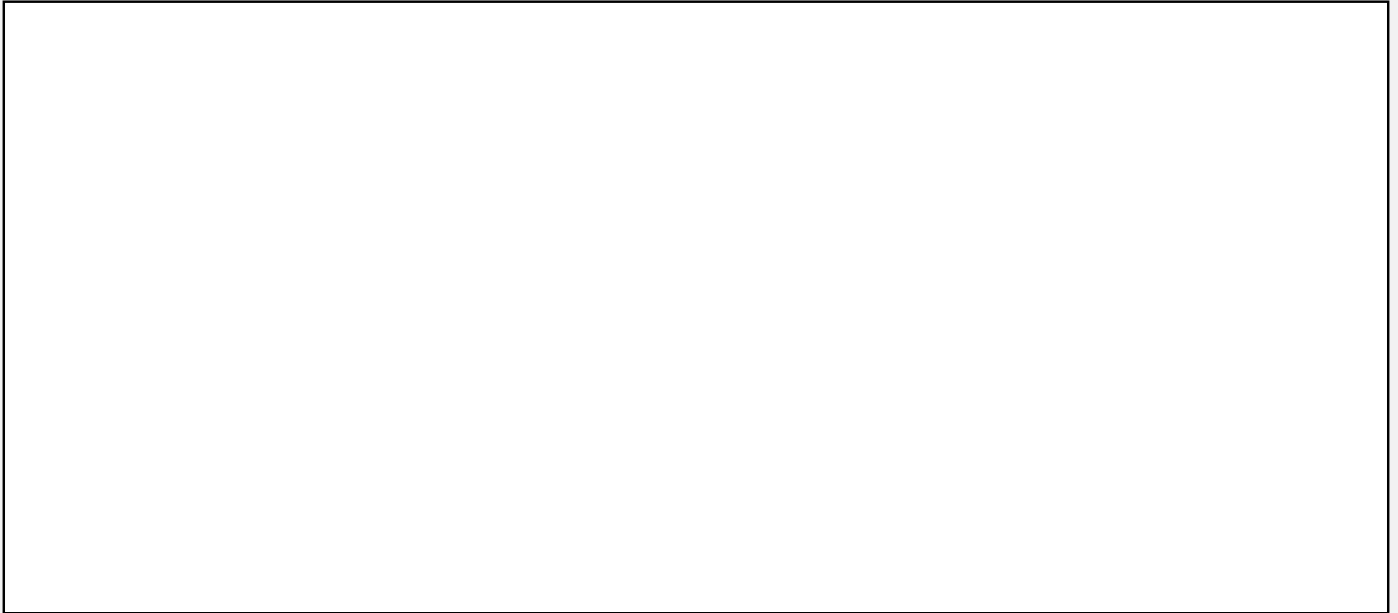
A large, empty rectangular box with a thin black border, intended for the user to write their response to the question above.

Who am I marketing to and what desires and outcomes are they seeking?

A large, empty rectangular box with a thin black border, intended for the user to write their response to the question above.

Funnels & Marketing Workbook

How do I deliver that to them in a way nobody else can? Am I articulating that effectively in my sales and marketing?



What gaps do I have in my sales and marketing funnels? In other words, how am I bringing potential clients/customers into my world and guiding them to that destination? What gaps do I need to fill?



A high-angle, close-up photograph of a workspace. In the foreground, a white ceramic coffee cup is partially filled with dark coffee. Behind it, a laptop with a black keyboard and a rose gold frame is open. The laptop screen displays a dashboard with various charts and data points. The background is a white, wrinkled fabric surface. A thin, light-colored border frames the entire image.

SYSTEMS & AUTOMATIONS

[RISINGWOMENNETWORK.COM](https://risingwomennetwork.com)

A photograph of a modern, minimalist white desk. On the desk, there is a computer monitor, a keyboard, and a mouse. The desk is clean and organized, with a few cables visible. The background is a light-colored wall with a wooden cabinet.

your results

SYSTEMS & AUTOMATIONS

Your business will benefit most from you focusing on your systems and setting up automations and workflows.

When you first start out in business it makes sense to just handle things directly as the need arises. Tasks like scheduling appointments with potential or existing clients, sending out emails with necessary information, client contracts, or course access, etc. But these tasks quickly become overwhelming and hard to manage as your business grows and become a bottleneck to scaling.

It's critical to your success that you have systems in place in your business that support your growth and are automations, like automated email workflows and automated client onboarding and offboarding to streamline operations boost sales, and create a better client experience.



your blueprint

SYSTEMS & AUTOMATIONS

Where you currently are in your business journey, and the types of products and services you offer, will determine what systems & automations you'll want to implement to grow and scale your business. Start out simple and you can get more creative and complex as your business evolves.

Get Started with:

- Automated Email Welcome Sequence
- Appointment Software + Automated Reminder Sequences

Grow with:

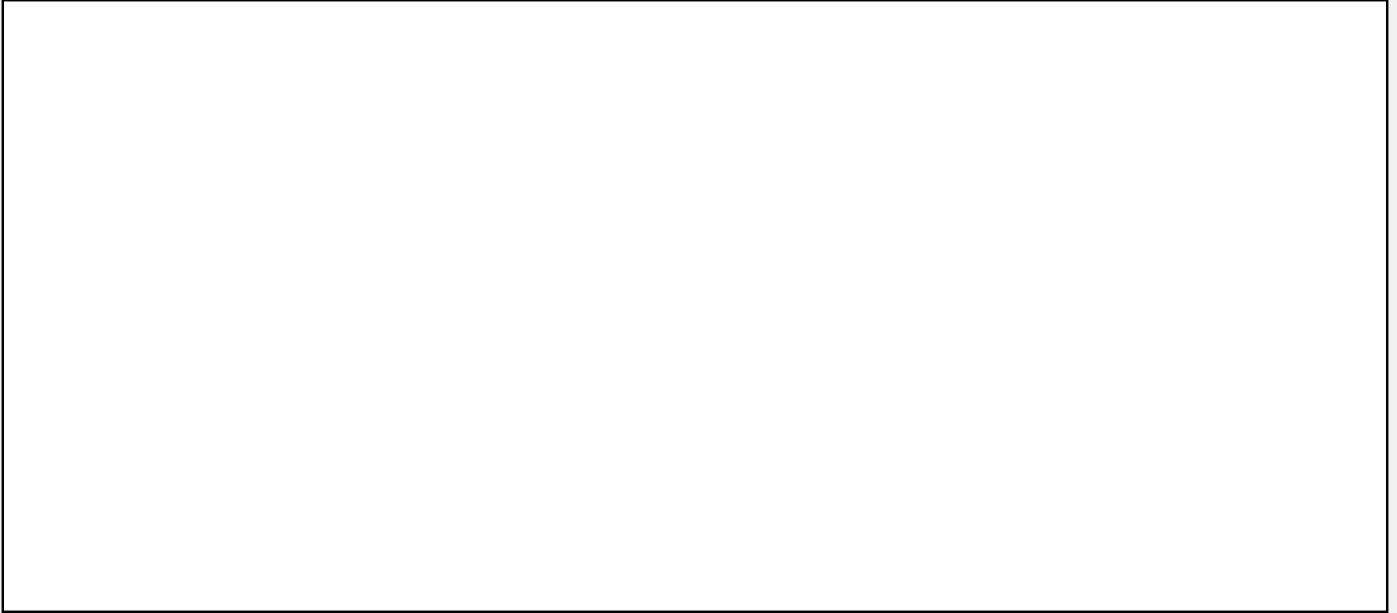
- Automated Lead Gen & Nurturing
- Automated Client Onboarding and Offboarding

Scale with:

- Segmented Email List for Targeted Campaigns
- Automated Re-Engagement and Upsell Sequences
- Create SOPs (Standard Operating Procedures)

Systems & Automations Workbook

Do I have automated email sequences established that welcome and nurture My leads and re-engage inactive subscribers?



Do I have systems and automated processes in place to welcome and onboard New Clients and offboard when the time comes?

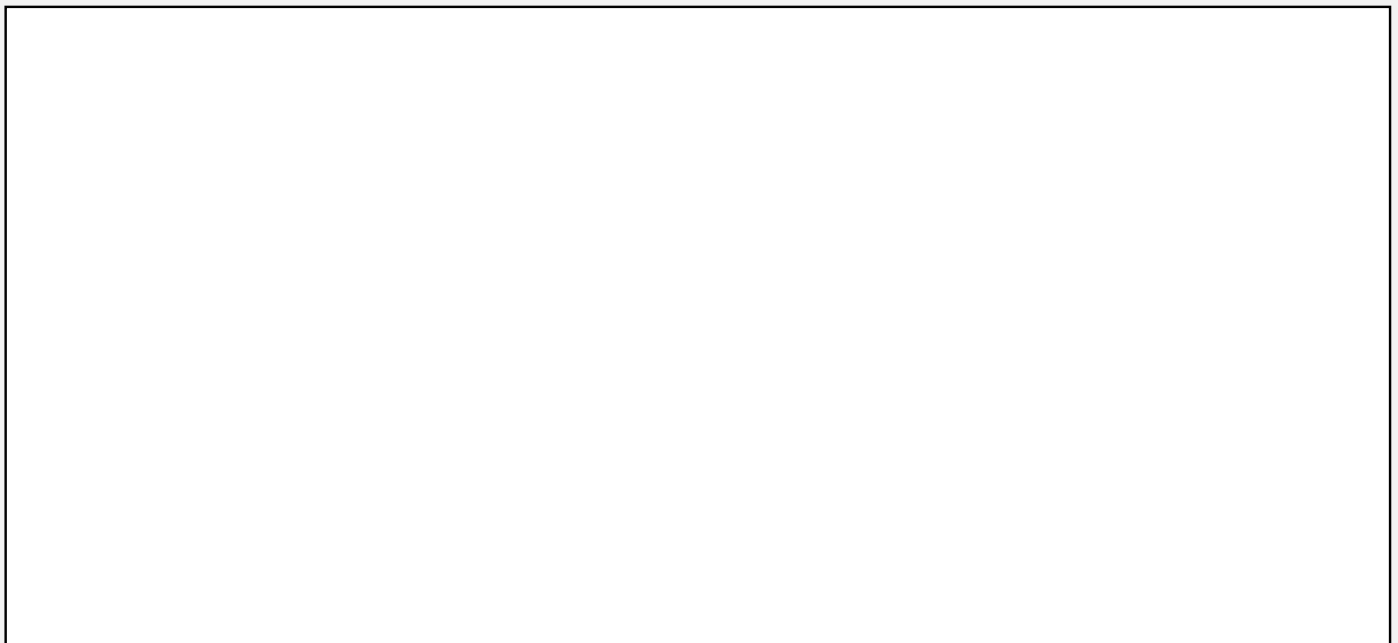


Systems & Automations Workbook

Do I have systems in place for reminding new and potential clients/customers about their upcoming appointments with me?



Do I have SOPs (Standard Operating Procedures) in place to help me and current or future team members better serve my clients and customers?





DATA MEASUREMENT & ANALYSIS



your results

DATA MEASUREMENT & ANALYSIS

Your business will benefit most from you focusing on your data measurement and analysis.

You can't scale something that isn't working. It's critical you aren't just tracking the data and knowing your numbers but also understanding those numbers and which ones are actually important for you to be paying attention to. Just because you can track something doesn't mean it's worth your time!

Knowing the metrics that matter for you means you can see what's working and what's not. You can go all in on what's working and eliminate or optimize what's not. Without data you can't make sound decisions in your business. You're simply guessing, assuming, operating from hunches. Do you want your business to rely on you crossing your fingers and hoping for the best? Or do you want to make data driven decisions that you can measure and know will see results?

A photograph of a modern, white, minimalist desk setup. On the desk, there is a computer monitor, a keyboard, and a mouse. The background is a light-colored wall with a white chair. The image is partially obscured by a vertical white bar on the right side.

your blueprint

DATA MEASUREMENT & ANALYSIS

Don't you find yourself wondering where your traffic is coming from and what they're doing on your website? What about sales? Wouldn't you love to be able to know which of your efforts are resulting in sales and how your launches are converting?

Where you currently are in your business journey, and the types of products and services you offer, will determine what systems & automations you'll want to implement to grow and scale your business. Start out simple and you can get more creative and complex as your business evolves.

Find some recommended metrics to begin tracking on the following page.



your blueprint

DATA MEASUREMENT & ANALYSIS

Get Started with:

- Tracking where your website traffic is coming from
- Tracking views to your Services or Offer page
- Tracking top Social Media Traffic Referrers

Grow with:

- Tracking Lead Magnet Conversions
- Tracking Tripwire Offer on your Lead Magnet Conversions
- Tracking Performance of Content Marketing

Scale with:

- Tracking Sales Funnel Conversions
- Tracking Order Bump Conversions
- Tracking Upsell Conversions
- Tracking Your Average Order Value
- Tracking Cart Abandonment
- Tracking Paid Advertising Performance

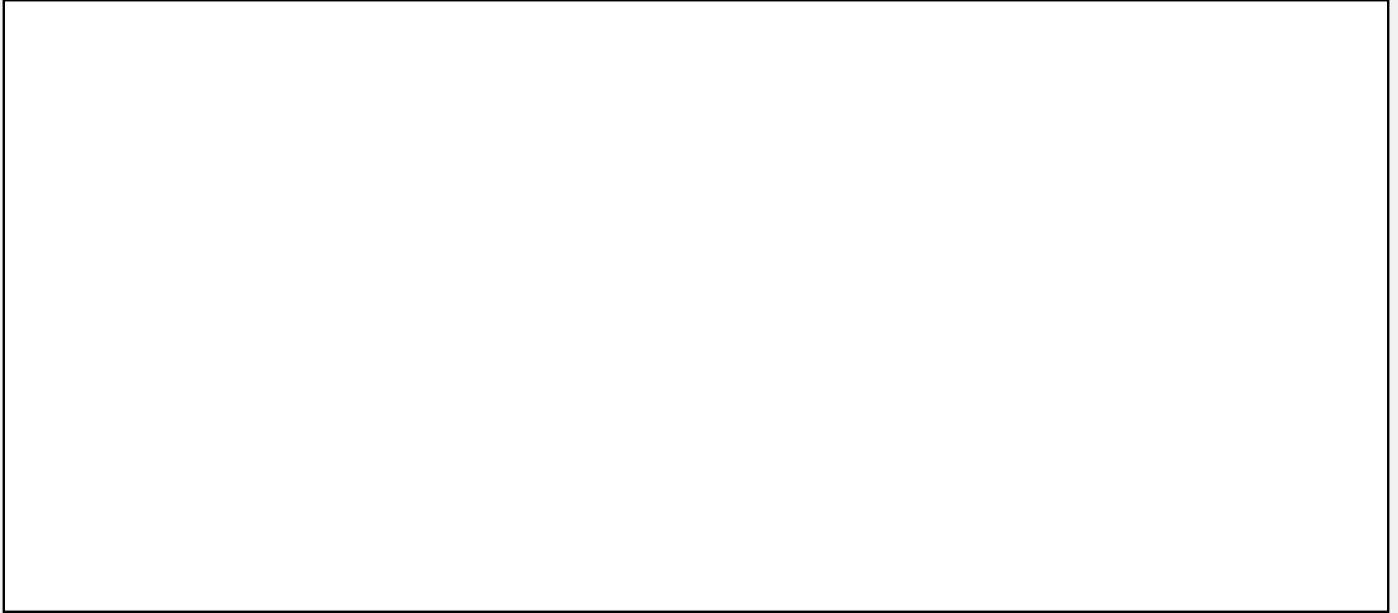
Data Measurement & Analysis Workbook

Do you have Google Analytics installed on your website and other online properties?

Do you know where your traffic, leads, and sales are coming from in your business?
What is this data telling you that can support your business growth right now?

Data Measurement & Analysis Workbook

Do you know the conversion rates of your lead magnets and paid offers? What is this data telling you? Do some offers need to be improved? Revamped? Eliminated?



What are the questions that you would ideally like to see answered through your data?

