

Digital Enrollment Machine

SUCCESS WORKBOOK

by Adam Chandler

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PART 1:

Foundations

Building Your Business On a Solid Foundation

Question 1:

In the Digital Enrollment Machine book and video series Adam shared three principles he used to enroll a couple who went on to become the #1 producers on his team... those principles being:

People LOVE to buy but they HATE to be sold

1A) In your own words, what does this mean to you? How could you apply it to your own business?

Sequential Selling

1B) In your own words, what does this mean to you? How could you apply it to your own business?

The Invisible Wall Principle

1C) In your own words, what does this mean to you? How could you apply it to your own business?

Question 2:

In the Digital Enrollment Machine training series Adam shared a powerful principle for creating wealth in your business

That principle is:

Money Loves Speed

With this principle in mind, what should you lead with in your marketing, in place of your primary business?

Question 3:

In the same way that the most likely buyer of a Volkswagen is an existing Volkswagen owner...

The person most likely to join me in my network marketing business is:

Question 4:

What is the main *question* that the Digital Enrollment Machine answers?

(**HINT:** This the “*million dollar question*” that ALL home business owners MUST ask if they want substantial long-term results)

How am I going to...?

Question 5:

One of the ways the Digital Enrollment Machine works is by automatically filtering prospects into 2 buckets

Bucket #1 is _____

Bucket #2 is _____

Question 6:

In the Digital Enrollment Machine book and video series Adam asserts that there are 3 parts to an scalable, online home-business.

Those 3 things are:

PLUS _____

PLUS _____

Question 7:

It is 10X _____ and _____ to sell something additional to an existing customer than it is to acquire a new customer.

How could you apply this principle to your own business?

Question 8:

Name at least 1 reason you should NEVER promote your company replicated website to cold online traffic?

Question 9:

What are 3 ways you can enhance your web presence and position yourself as more of a leader and authority to your prospects?

1)

2)

3)

Question 10:

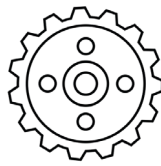
On top of the Digital Enrollment Machine, list 3 other assets you could put in place to enhance your online authority and web presence.

Example: Authority site, blog, product based funnel, new lead magnet page, etc.

1)

2)

3)



PART 2:

Integrating Your Primary Offer

Improving How I Communicate the Value of My Program

The Digital Enrollment Machine can deliver hungry prospects to your front door, but it can't *make* your prospects sign up with you. It's not magic. You must be able to communicate the value of your program to them if you want them to enroll. Weather that be in a video, webinar, over the phone, or even in an elevator if the situation calls for it.

Here are a few questions/exercises to help you make your offer irresistible:

Question 11:

What are the top 5 things that make your primary network marketing offer different and unique from other network marketing offers?

(These should have more to do with the system, company and compensation than the benefits of the product)

1)

2)

3)

4)

5)

Question 12:

What are at least 3 advantages a prospect will get by working directly with YOU and your team?

(Maybe you host a weekly team webinar, or you will help them setup their Digital Enrollment Machine funnel, or they get access to a 7-figure earner in your upline)

1)

2)

3)

Question 13:

What are the top 2 reasons someone might “jump-ship” in their network marketing company to join you in yours?

1)

2)

One of the ways the Digital Enrollment Machine works is to position you as a leader and authority with your prospects... but leadership has to be “taken” by you, as much as it is “given.” The Digital Enrollment Machine can position you as a leader but you must be able to grab the leadership baton when we hand it to you and run with it.

Question 14:

Name 3 leaders that you admire in business:

1)

2)

3)

Question 15:

What are 3 of their characteristics that you admire most?

1)

2)

3)

Question 16:

What are the top 3 ways you could model them right now?

1)

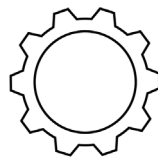
2)

3)

Question 17:

What are some marketing assets you can add to your advisor page to create trust with your prospects and build your credibility with them?

Think video testimonials, text testimonials, link to an Instagram page, Link to an authority site, blog or content hub, Link to a Facebook fan page, or group.



PART 3:

Marketing and Business Growth

Where the Rubber Meets the Road

Question 18:

What is your primary traffic strategy for attracting new leads, sales and customers?

Examples: Facebook Organic, Mailers, Facebook ads, Twitter, Instagram, LinkedIn, etc.

Question 19:

What are 3 skills you could develop that would create the biggest difference in your results?

Examples: Influence Skills, Copywriting Skills, Phone Skills, Social Media Skills, Video Marketing Skills, Presenting Skills, etc.

1)

2)

3)

Question 20:

List at least 2 other marketing strategies that you currently use to acquire new business or that you could start to *implement* to improve your results:

1)

2)

Question 21:

What are at least 4 areas of your business that require consistent focus and improvement?

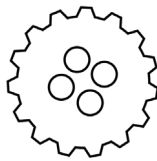
Example: Personal/Professional development, List Building and Lead Generation, Sales Conversions, Audience Building, Brand/Web Presence, etc.

1)

2)

3)

4)



PART 4:

Planning, Tracking & Achieving Goals

Building Your Entrepreneur Muscles

Question 22:

What are your top 5 weekly production goals? (What will you get done every single week no matter what?)

Examples: I will add 50 new social media contacts, I will write and publish at least 3 new articles, I will post 5X in XYZ group, I will create 3 new videos (make sure these are leading indicators rather than lagging indicators, activities rather than an end-result).

1)

2)

3)

4)

5)

Question 23:

What are the top 3 things you will do consistently on a daily basis to move your business forward?

Examples: Add 10 new social media contacts, publish one new piece of marketing content, Invite 3 new people to watch a video to learn about my marketing system.

1)

2)

3)

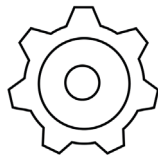
Question 24:

What are 2 long-term projects you will commit to that will make it easier to attract new sales and team members?

Examples: Create my authority site, publish my first ebook, create XYZ lead magnet, etc.

1)

2)



PART 5:

Destroying Limiting Beliefs

Winning the Inner-Game of Business

Question 25:

What are at least 3 times in the past that you pushed through a challenge or an adversity?

1)

2)

3)

Question 26:

What are the top 5 reasons you will push through the challenges and adversity you are experiencing now?

1)

2)

3)

4)

5)

Question 27:

What are 5 things that you have in your life right now, that at one point were just dreams, visions or goals?

1)

2)

3)

4)

5)

Question 28:

What are your top 3 negative beliefs about yourself that might be holding you back from taking the next big step forward in your business?

Examples: I'm too old, I'm broke, I'm not technical, I'm not attractive, I don't have the time, etc.

1)

2)

3)

Question 29:

What are 3 questions you will focus on and continuously ask yourself as you build your business?

Examples: Is this a highly productive use of my time? Are my actions reflecting the goals I've set for myself and my business? How can I increase my value and become more attractive to my future prospects?

1)

2)

3)

