Lemonade Plan

If you don't predictably and consistently get leads that turn into sales, or you make sales but they don't regularly turn into reviews, referrals or recurring sales, then Gareth Everson's **Lemonade Plan**® methodology is a fun and memorable way to help you to plan and systemise the way you manage the **eight** marketing and sales processes in your business. Use this sheet to record in one place any action ideas you have

Process	What It Does	Action Ideas
L Leads	Lead targeting, lead generation and lead capture processes	
E Education	Educate your leads to see their biggest problems and eventually see you as the obvious choice	
M Meetings	Book meetings & prep your prospect for success	
O Offers	Make compelling offers quickly & profitably	
N New Clients	Manage expectations as you onboard	
A Add-Ons	Upsell first-time clients	
D Delivery	Deliver the work that you have sold or up-sold	
E Endorsements	The 3 R's: reviews, referrals & recurring sales / subs	

AskPip

Use your phone's camera to scan the QR code to get a copy of the resources that go with the book that put the eight processes in the context of your service business. Like the branded QR code? Ask for the "how-to" video.