

WR CAMPS



THE \$439,200

PROFIT ACCELERATION

ROADMAP FOR WR CAMPS

ACCELERATING YOUR PATH TO MORE REVENUE & PROFITS

FOR: WR CAMPS

Attention: Heidi Anderson

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PURPOSE OF THIS ROADMAP

The purpose of this roadmap is to give an overview of the path to take in order to create the maximum amount of revenue and profits in WR Camps in the shortest time possible.

This document will outline the major strategies we will follow, the impact to be made, and the time frame in which they are to be accomplished.



WR CAMPS'S CURRENT REALITY

CUT COSTS

Expected Results

Expected Increase in Revenue	+ 4%	+ \$0
Expected Increase in Profit	+ 7%	+ \$14,040

Roadmap

- Review the Immediate Impact Potential
- Dive Deeper into Possible Areas to Cut Costs
- Determine Best Practices
- Determine Our Method of Implementation
- Determine Our Cost Cutting Details
- Establish Standard Operating Procedures (SOPs) for Continuing Success

Timeline for Success

Successful implementation should take approximately 1 month and we should see the results appear over the course of 12 months.

MARKET DOMINATING POSITION

Expected Results

Expected Increase in Revenue	+ 10%	+ \$90,000
Expected Increase in Profit	+ 16%	+ \$31,500

Roadmap

- Review the Reasons Why MDP is Foundational

- Dive Deeper in Research
- Brainstorm a New, More Powerful MDP
- Determine the Areas We Could Test the New MDP
- Determine Our Test Idea
- Determine Our Reasonable Expected Results
- Determine Our Method of Implementation
- Determine the Solution
- Determine Our Optimum Method of Communication
- Determine Our Test Details
- Establish SOPs for Continuing Success

Timeline for Success

Successful implementation should take approximately 1 month and we should see the results appear over the course of 12 months.

DRIP CAMPAIGN

Expected Results

Expected Increase in Revenue	+ 10%	+ \$81,063
Expected Increase in Profit	+ 14%	+ \$28,372

Roadmap

- Review the Reasons Why a Drip Campaign is Critical
- Dive Deeper into Drip Campaign Ideas
- Determine the One Immediate Change for Instant Impact
- Determine Our Reasonable Expected Results
- Determine Our Method of Implementation
- Determine Our Test Details
- Establish SOPs for Continuing Success

Timeline for Success

Successful implementation should take approximately 1 month and we should see the results appear over the course of 12 months.

UPSELL

Expected Results

Expected Increase in Revenue	+ 5%	+ \$40,496
Expected Increase in Profit	+ 7%	+ \$14,174

Roadmap

- Review the Power of the Upsell and Cross - sell
- Dive Deeper into Upsell and Cross - sell Possibilities
- Determine the Best Possibility to Test
- Determine Our Reasonable Expected Results
- Determine Our Method of Implementation
- Determine Our Optimum Method of Communication
- Determine Our Test Details
- Establish SOPs for Continuing Success

Timeline for Success

Successful implementation should take approximately 1 month and we should see the results appear over the course of 12 months.

LEADS

Expected Results

Expected Increase in Revenue	+ 5%	+ \$39,501
Expected Increase in Profit	+ 7%	+ \$13,825

Roadmap

- Dive Deeper into Lead Generation Strategies and Tactics
- Brainstorm the a New, More Powerful MDP
- Determine the Lead Generation Tactics We Could Implement and / or Improve
- Determine Our Primary Test Idea
- Determine Our Reasonable Expected Results
- Determine Our Method of Implementation
- Determine Our Test Details

Timeline for Success

Successful implementation should take approximately 1 month and we should see the results appear over the course of 12 months.

DIGITAL MARKETING

Expected Results

Expected Increase in Revenue	+ 10%	+ \$70,983
Expected Increase in Profit	+ 13%	+ \$24,844

Roadmap

- Explain the Reasons for Multiple Initiatives on the Internet
- Determine the Digital Marketing Initiatives We Will Implement
- Determine the Digital Marketing Initiatives We Will Outsource
- Determine Our Reasonable Expected Results
- Determine Our Method of Implementation
- Determine Our Avenue of Outsourcing
- Determine Our Timing
- Determine the Key Performance Indicators(KPIs) and Metrics We Will Track
- Establish SOPs for Continuing Success

Timeline for Success

Successful implementation should take approximately 2 months and we should see the results appear over the course of 12 months.

INCREASE PRICES

Expected Results

Expected Increase in Revenue	+ 1%	+ \$9,000
Expected Increase in Profit	+ 5%	+ \$9,000

Roadmap

- Review the Immediate Benefits of Increasing Prices
- Dive Deeper into Pricing Decisions
- Determine the One Area to Test a Price Increase
- Determine Our Method of Implementation
- Determine Our Optimum Method of Communication
- Determine Our Test Details
- Establish SOPs for Continuing Success

Timeline for Success

Successful implementation should take approximately 1 month and we should see the results appear over the course of 12 months.

BUNDLING

Expected Results

Expected Increase in Revenue	+ 1%	+ \$8,112
Expected Increase in Profit	+ 1%	+ \$2,839

Roadmap

- Review the Importance and Impact of the Bundling Strategy
- Dive Deeper into Possible Bundling Options
- Determine the Areas We Could Test Our New Bundling Options
- Determine Our Primary Test Idea
- Determine Our Reasonable Expected Results
- Determine Our Method of Implementation
- Determine Our Test Details
- Establish SOPs for Continuing Success

Timeline for Success

Successful implementation should take approximately 1 month and we should see the results appear over the course of 12 months.

DOWNSELL

Expected Results

Expected Increase in Revenue	+ 1%	+ \$8,000
Expected Increase in Profit	+ 1%	+ \$2,800

Roadmap

- Review the Power of the Downsell Strategy
- Dive Deeper into Possible Downsell Strategies
- Determine the Areas You could Test Downsell Strategies
- Determine the One Immediate Change for Instant Impact
- Determine Our Reasonable Expected Results
- Determine Our Method of Implementation
- Determine the Optimum Method of Communication
- Determine Our Test Details
- Establish SOPs for Continuing Success

Timeline for Success

Successful implementation should take approximately 1 month and we should see the results appear over the course of 12 months.

ALLIANCES & JOINT VENTURES

Expected Results

Expected Increase in Revenue	+ 2%	+ \$14,600
Expected Increase in Profit	+ 3%	+ \$5,110

Roadmap

- Review the Power of Forming Alliances and Joint Ventures
- Dive Deeper into Possible Alliances and Joint Ventures
- Determine the Areas We Could Test the New Alliances and Joint Ventures
- Determine Our Reasonable Expected Results
- Determine Our Method of Implementation
- Determine the Solution

- Determine Our Optimum Method of Communication
- Determine Our Test Details
- Establish SOPs for Continuing Success

Timeline for Success

Successful implementation should take approximately 2 months and we should see the results appear over the course of 12 months.

ADDITIONAL PRODUCTS & SERVICES

Expected Results

Expected Increase in Revenue	+ 1%	+ \$8,301
Expected Increase in Profit	+ 1%	+ \$2,905

Roadmap

- Review the Reasons Why It's Important to Sell Additional Products & Services
- Dive Deeper into Possible Additional Products & Services to Offer
- Determine Our Method of Implementation
- Determine Our Reasonable Expected Results
- Determine Our Optimum Method of Communication
- Determine Our Test Details
- Establish SOPs for Continuing Success

Timeline for Success

Successful implementation should take approximately 2 months and we should see the results appear over the course of 12 months.

SUMMARY

Heidi Anderson, it has been a pleasure preparing this Profit Acceleration Roadmap for WR Camps. I trust that we will be able to implement this successfully together for the greatest impact in your revenue and profits.

Malcolm Reid Master

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