



10X

Workshop

The 10x Formula

Lesson 2 - Action Guide

Here are the **50+ tools and resources** for the strategies mentioned in the 10x formula.

Part 1 - 3x Traffic

SEO

Keyword research

- [SEMrush](#), [Google Keyword Planner](#) (Tools)
- [Beginner's guide to keyword research](#)

Content writing

- [17 powerful secrets of SEO copywriting](#)
- [31 copywriting tips — based on academic research](#)

Increasing onsite engagement

- [20 proven ways to increase engagement with your audience](#)
- [10 actionable ideas to increase website engagement](#)

SERP

- [Yotpo's Search Enhancements](#), [Moz Pro's Advanced SERP Feature Tracking](#) (Tools)
- [OpenGraph](#)

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Communities / Social

Facebook

- [A complete guide to Facebook groups - building community and increasing organic reach](#)
- [How to create Facebook ads pixel from scratch](#)

Twitter

- [Targeting Twitter users and connecting with influencers - the ultimate resource](#)
- [6 easy ways to build relationship using Twitter](#)

Instagram, Pinterest

- [7 simple ways to build an Instagram community](#)
- [A-Z guide for making Pinterest work for your business](#)

Forums, Closed Networks

- [Quora](#)
- [StackExchange](#)
- [Yahoo Answers](#)

Marketplaces

- [Amazon](#)
- [eBay](#)
- [20 online marketplaces to list your products today](#)

Podcasts

- [How to make a successful podcast](#)
- [Top 25 business and marketing podcasts of 2017](#)

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Guest posts

- [200 quality sites where you can submit guest posts](#)

Your own list

- [8 ways to keep your email engagement alive & lucrative](#)
- [25 simple ways to grow your email list](#)

Partners

- [How to find the best affiliate programs in your niche](#)
- [The best affiliate programs for bloggers in 2017](#)

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Part 2 - 2x Conversions

Basics

Lead Generation

- [Rainmaker](#), [Icegram](#), [Email Subscribers](#) (Tools)

Factors

- [Developing and using buyer personas - a complete resource](#)
- [How you can identify customer pain points in 5 ways](#)
- [Pricing your product without hurting your customer's bottom-line](#)
- [42 strong tactics to build authority, credibility and social proof \(Infographic\)](#)

AB Testing

- [Optimizely](#), [Google Optimize](#) (Tools)
- [All you need to know about A/B testing](#)

Wise Lead gen

- [Icegram](#), [Infusionsoft](#) (Tools)

Auto responders

- [MailChimp](#), [AWeber](#) (Tools)

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Simplify checkout

- [Top 7 WooCommerce plugins to reduce cart abandonment](#)
- [28 ways to simplify your e-commerce checkout and boost online sales](#)

CTA

- [11 kick-ass call to action examples \(and why they work\)](#)

Leaky bucket

- [6 best marketing tactics to prevent your bucket from leaking customers](#)
- [Top 10 plugins to recover abandoned carts](#)

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Part 3 - 2x Average Revenue Per User (ARPU)

Basics

Lifetime Customer Value

- [How online businesses can increase customer lifetime value?](#)

Sales funnels

- [4 growth hacks to increase your sales funnel conversion rate](#)
- [The super profit system \(Training\)](#)

Upsells, downsells, backend offers

- [How to create upsells, downsells, backend offers - the ultimate plugin](#)

Raise prices

- [42 pricing tactics to convince your customers easily](#)

Recurring billing / subscriptions

- [Expert tips to dramatically improve your recurring billing program](#)

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Behavior based segmentation

- [11 different customer segments for an effective email marketing](#)

E-commerce enhancements

Recently viewed

- [Recently Viewed Products For WooCommerce](#), [Website Recently Viewed Products](#) (Tools)

Saved for later

- [Save For Later For WooCommerce](#) (Tool)

Related products

- [Smart Offers](#) (Tool)

Frequently bought together

- [Frequently Bought Together For WooCommerce](#) (Tool)

Discounts

- [WooCommerce Smart Coupons](#) (Tool)
- [9 ways to use store credit and discounts for attracting and converting customers](#)

Retargeting

- [Retargeting - Basics and its use](#)