

TOPOVS PRESENTS

THE SCRIPT FOR

*BUILDING + GROWING A
BUSINESS*

A Complete Blueprint for Digital Marketing Success

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THE SCRIPT FOR BUILDING & GROWING A BUSINESS

INTRODUCTION: DEVELOPING A SUCCESSFUL BUSINESS STRATEGY

THE DIFFERENCE BETWEEN STRATEGY & SALES

You must understand the difference between strategy and tactics—and why you need both to be successful.

Marketing is a strategy, but sales is a tactic. Promotion is a tactic. Publicity is a tactic. Public relations is a tactic. Sales is a tactic.

WHAT IS THE DIFFERENCE BETWEEN STRATEGY AND TACTICS – AN ANALOGY...

Imagine the circus is coming to town...

- If you put a sign on someone about the circus coming to town and walk that person around, that is promotion.
- If an elephant walks through the mayor's yard and the paper writes a story about it, that's publicity.
- If the mayor laughs and someone sees him, asks him why and he tells them, that's public relations.
- If the town comes to the circus, you pitch the booths and show them how much fun they'll have, that's sales.

Thus, marketing is the **strategy** for getting your market to like, know, and trust you so that they become a customer.

The answers in business and marketing have changed.



The internet has broadened the world of competitors and has created “bright, shiny, object syndrome” where people are caught up with tools and tactics, instead of fundamentals that work.

The difference in strategy and tactics

You wouldn't ever construct a building without plans. You need to outline everything from the major to minor details. This all needs to be planned – prior to every single shovel of dirt. Strategy is the plan but tactics are the steps you take to execute the plan.

You need both strategy and tactics.

Strategy without tactics =

- Analysis paralysis
- Bright, shiny, object syndrome
- Stringing together random tactics that don't work together

Strategy dictates tactics

- The architect's blueprint for getting and retaining customers

Important notes about strategy:

- If you build it, they will come is a terrible strategy
- When does a prospect find out how good your product or service is? When they buy it, if they don't buy it, they'll never know
- Customer retention comes after customer acquisition

THE BEST STRATEGY & TACTICS FOR SMBS AND SOLOPRENEURS

More details about specifics of strategy later but to paint with a broad brush, the best strategy for SMB's and solopreneurs is to generate prospects, turn them into customers, retain them, sell more to them, and turn them into your tribe of raving fans who buy more and evangelize / promote for you.

SMB & SOLOPRENEUR TACTICS

For now, let's dive a little deeper into tactics so that you know what not to do so you are tempted to develop a strategy that will include the wrong tactics.

The most surefire way to kill your business is to mirror large businesses with unlimited budget.

- The amount of money they have and the time they can wait to see a profit from their efforts means they can (and do) use a totally different strategy
- Most large companies focus on mass marketing (spending money on marketing) or branding
 - It takes A LOT of money to make a dent in mass media OR branding (and if your brand isn't already famous or well-known, you don't need further branding)
 - It takes a huge budget to run enough ads to have enough saturation so the right person can see your message at the right time
 - Have to "cut through the noise"
 - In order to mirror the big companies your priorities should be the same AND your budget must be the same. Otherwise, **don't try to do what they're doing.**

For SMB's and solopreneurs – the only real tactics fall under "direct response marketing."

- These are tactics that allow you to DIRECTLY talk to your potential customers – the ones who already know they have a problem that you can solve) and gives them a clear and DIRECT path to acquire your product or service from you.
- Direct response marketing is like getting money at a discount and provides a direct cut-thru for you to speak to your real potential customers.
- Only way for a small business to get noticed.

DIRECT RESPONSE MARKETING MUST BE...

- Noticeable & clear
- Specific and action focused (tells the prospect or customer exactly what action you want them to take from the marketing efforts)
- Trackable
- Measurable
- Compelling headline and sales copy
 - Hire a pro
- More editorial in nature than advertising
- Targets a niche or addresses a narrow target market
- Makes a specific offer
- Should not necessarily sell but should propel a prospect to take an action that moves them closer to becoming a customer
- Should focus on the prospect and their problem(s) and need(s) and not your product or service and how great it is.
- Have a clear & concise call to action
- Be easy to respond to (or take action on)

- Capture contact info of those who “raise their hand”
- Will usually be multi-step
 - 1st provide short-term info that shows you understand their problem and have a solution
 - 2nd – provide the irresistible offer that makes it easy for them to allow you to provide them additional information on how you can solve their problem (moves the prospect through the lead to buyer sequence)
- Should allow you the ability to follow up with prospects (by capturing their information)
 - So that you can communicate with them frequently and nurture them until they trust you enough to do business with you

THERE ARE 3 “ACTS” TO A SUCCESSFUL BUSINESS STRATEGY:

1. BEFORE

a. Before they know your business exists to becoming a customer

- i. **Prospects** – don’t know you exist
 1. You identify their problem and you demonstrate you have / provide a solution to that / those problem(s)
 2. You get them to “raise their hand” for more information (such as an opt-in paper, free consult, demonstration, evaluation, audit, etc.)
 3. You provide that information over and over to build trust and your authority / expertise
 4. They might ask for additional / deeper information or you keep nurturing them
- ii. **Success** – knowing who you are and interested in your product or service

2. DURING

a. They like you and decide to buy from you for the first time

- i. **Leads** – they have indicated they are interested
- ii. **Success** – they become a customer for the first time
 1. As a result of your paper / consult / demo / eval / audit / etc., they decide to purchase something from you

3. AFTER

a. They trust you, believe in you (as expert / authority), and they refer you to others

- i. **Customers** – they have bought from you – often more than once – and see you as a worthy service / commodity provider.
- ii. **Success** – they give you a glowing recommendation and refer others with the same “problem” to you

3 “ACTS” & 3 “SCENES” PER ACT – BUSINESS & MARKETING STRATEGY

ACT 1: BEFORE THEY ARE CUSTOMERS

You have 9 blocks you are going to complete to come up with your comprehensive business development and marketing strategy.

ACT 1 SCENE 1: NARROWLY DEFINING YOUR NICHE & YOUR TARGET MARKET

GENERAL NOTES ABOUT TARGET MARKETS

- Choosing the right target market is vital
- Everyone is NOT your target market (a lot of small businesses / solopreneurs make the mistake of thinking / saying this.
- Being afraid to exclude customers is a newbie mistake
 - Believe it or not, the “wrong” customers always cost you money
- A lot of time, SMB’s or solopreneurs think like big companies and do things to “get their name out there”
 - With the exception of smaller, low budget, community-type events, this is almost always a bad idea
 - This is the equivalent of shooting a few arrows in random directions and hoping to hit your target
 - You simply don’t have enough money for enough arrows to ensure you will hit your target

THE KEY IS GETTING YOUR NICHE RIGHT

- Your niche is a tightly-defined portion of a sub category of customers
- The relevance of your product or service to your niche should be very specific
 - This way, your message doesn’t get lost
- Don’t ever provide a laundry list of goods and/or services
 - Don’t try to be everything to everyone
- Your niche should be one inch wide and a mile deep
 - Should be the solution to a very specific problem
- Dominate one niche at a time.

NARROWING / DECIDING ON YOUR NICHE

Choose several niche segments. Then, rank them using the following scale:

P = Personal fulfillment (1-10)

V = Value to marketplace (1-10)

P = Profitability (1-10)

*Add the scores together to get a final number / score for each segment

- The stand-out marketing segment becomes the first one you target

FINALIZING YOUR NICHE – BLOCK 1 TO DO

You have decided on your target market. Now it's time to flesh the “character” out” with 2 basic questions.

1 – What keeps them awake at night?

- What are they afraid of? What makes them angry?
- What are their daily frustrations?
- Do they have any built-in biases?
- Are there any magazines, websites, or other media they look at daily?
- What do they crave?
- If you could get into their head, what would they be thinking?
- *NOTE: Do some in-depth research and study on your target market

2 – Create an avatar

- Detailed exploration and description (physical and psychological) of the target market members
- Make sure to consider each type of decision maker (primary target market, others who may play a part in the purchase decision or process)
- Consider their age, background, education, family, where they live, employment, income, how they get their income, expenditures (fixed and disposable), priorities, hobbies, personality, and even what he reads / watches; basically, what their life is like (get to know them...

ACT 1 SCENE 2: CRAFTING YOUR MESSAGE

Your message must always be compelling enough for your target market / niche that they feel drawn to respond to you in some way

Types of response in ascending order:

- Performing additional research
- Requesting more information
- Buying
- Promoting

Most advertising is boring and useless.

- You must hope and pray that the person who needs what you offer happens to be looking the very day (minute) your ad runs.
- When you don't have a huge, unlimited, budget, experts call this the “*advertising slot machine*” – it gives you enough small returns that you keep playing the game but eventually, you lose everything and have nothing to show for it.
- Instead, you want to create a “vending machine” where you put money in and get what you expect out of it.

YOUR MESSAGE – GENERAL POINTS

- 1. For small businesses and micropreneurs / entrepreneurs, your goal with all of your messaging and tactics should be to get your target market to indicate interest rather than buy**
 - a. This builds your list and for SME's, your future earnings lie in that list
 - i. This is the reason so many of the social platforms get huge paydays – not because they are earning tons of money, but because they create HUGE databases. For instance, SnapChat just got a huge earning. Will not be realized until about 5 – 7 years when their list becomes of disposable spending age but then it will be hugely valuable.
- 2. Needs to always tell your target market EXACTLY what you want them to do and what EXACTLY they can expect in return.**
 - a. Never give an either or are people won't make a decision. (proven)
 - b. But DO give multiple means of response (email, social, phone, even mail)

- 
- i. Everyone has a preferred communication method and you don't want to lose out on potential customers because you don't offer theirs
3. **Message should never focus on your business but rather the customer and how you understand their problems and have solutions to THEIR concerns / needs**
- a. Not “look at me” but “I’m looking at you”
 - b. Focus on the needs, thoughts, and problems of customers
 - c. Everyone has a conversation going on in their head – join in that conversation as an “expert advisor” and not someone trying to sell them something to resonate with them on a deeper level.
 - d. Don't be the business / marketing equivalent of “that guy” who talks about himself all night

YOUR MESSAGE – SPECIFICS (YOUR USP)

- This is your reason to exist
- Should be able to take away the name and still identify the business from the USP
- Include a compelling reason to seek you out to solve their problem
- Don't completely mimic your competition
- Sales should cover the cost of wherever and however you transmit your USP
- Hard to hit a homerun on your first go of perfecting your message
- Testing different messages – or versions of your message – is what gets message and market right
- Marketing is only a message amplifier; mass marketing does not always equal more sales; start small – become successful – and then expand
- Your commodity will not ever change – only “packaging (how it's presented) and delivery (how the message gets to your market)
- Should always demonstrate (with benefits) why I should buy from you over your competitor
- Quality + great service is NEVER a USP; people EXPECT that from those who they do business with... it's not unique – which is the key of a USP
- Don't ever position yourself as a commodity or you will always be forced to compete on price alone and you don't ever want to end up in that position
 - You will end up always have to discount your product or service
- **Don't talk about what you are selling but the results they will get from what you are selling**
- For instance, a watch is a watch whether it's \$50 or \$50K – it's all about the packaging and what that watch does for the wearer (feelings, image, etc.)

- What are they *actually* buying when they buy your product or service (HINT: They are not buying a product or service)
- **Your website, documents, other marketing collateral, etc. all need to be designed to carefully and deliberately deliver your USP – you don't want pretty, you want customers**
- Your competitors are not your biggest problem – they are NOT a problem at all – they are irrelevant if you get YOUR message right
- Don't confuse with multiple messages; confusion leads to lost sales – they will go; confusion leads to lost sales
- ASK: What is my market really buying?

THE TWO PRIMARY USP QUESTIONS

1. **Why should I buy?**
2. **Why should I buy from you?**
 - a. NO wishy-washy language
 - i. No “best”
 - ii. No “customer-friendly”
 - iii. No “top”
 - b. Don't focus on what you are selling but the result they get by purchasing from you

DELIVERING YOUR USP

1. **Look for ways to deliver your USP that are remarkable – BE remarkable**
 - a. People may say this is not possible if you are selling a commodity but this isn't true
 - b. This is the only way to NOT have to compete on price
 - c. Evoke emotion
 - d. Develop an intriguing story
 - e. Think about – what am I truly offering – what problems am I solving and how can I UP the pain so that the solution becomes a no-brainer
 - f. Look for ways to BE different
 - i. Packaging
 - ii. “Story”
 - iii. Delivery
 - iv. Shipping
 - v. Follow up
 1. Extremely unique follow up emails?
 - g. What can YOU do to be remarkable?
2. **Lowest price is not a vehicle for delivering a USP (or a USP itself)**
 - a. Don't ever discount

- i. Better option is increasing value
- 3. Come up with an elevator pitch**
 - a. Concise, well-rehearsed summary of your business
 - i. Remembering:
 - 1. Bad marketing = self and product focused
 - 2. Good marketing = problems we solve
 - b. **Example: “You know [problem], what we do is [solution we offer], in fact [proof example]...”**

THE IRRESISTIBLE OFFER

1. **Make sure the value is clear**
2. **Results – if you get our “A” (product or service), you will get “B” (result)**
3. **What is the language your target market uses? Speak to them in their language**
4. **WHY are you making the offer?**
 - a. People always look for the catch
 - i. Thus, make your reason for the irresistible offer real / believable

TYPES OF IRRESISTIBLE OFFERS

1. **Value Stacking**
 - a. Pack in bonuses and add-ons to increase the perception of value
2. **Strategic Guarantees**
 - a. “We’ll fix it if it breaks in the next 12 months...” (instead of “12 month guarantee”; people don’t trust guarantees per se but the first sentence / option sounds real, tangible, easy to understand and believable)
3. **Fear of loss**
 - a. Limited time offers (so long as they are real—even if you repeat them frequently)
 - i. Countdowns
 - ii. Specials (remembering – add value; don’t discount)
4. **REMEMBER: Price never matters if you adequately target the pain**
 - a. People want PAIN RELIEF
 - b. **You can be selling the exact same thing as your competitor but if you better present and package your offering so that it addresses / relieves the PAIN your target market already feels, it turns your offering into apples & oranges**
 - c. **Don’t forget that people pay for CURES – seldom for PREVENTION**

DELIVERING YOUR MESSAGE & USP

COPYWRITING FOR SALES

1. **Must have a compelling headline**
 - a. There are best-practices & proven headlines
 - i. See samples
2. **Copy must be compelling** & address their pain / conversation already going on in their head (copy is salesmanship in print – it's a dance – not a direct sale)
3. **Elements of great copy word-wise**
 - a. **Power Words:**
 - i. Proven
 - ii. Money
 - iii. Guaranteed
 - iv. Free
 - v. You
 - vi. Save
 - vii. Results
 - viii. New
 - ix. Safety
 - x. Discovery
 - b. **Strong Headline** – Should appeal to one of the emotions below... if it doesn't, it likely is too timid to be effective.
 - i. Fear
 - ii. Love
 - iii. Guilt
 - iv. Greed
 - v. Pride
4. **Should enter the conversation already going on in their head**
 - a. Use emotional words that trigger feelings
 - b. Highlight their frustration
 - c. Acknowledge that you understand their problems and fears
 - d. Think and talk like them – mimic what they are likely really hearing in their head via their self talk
 - e. What / who do they blame for their problem (most people don't blame themselves)
 - f. (Even in B2B) **Decisions are made with emotion and justified with logic**
5. **Must have a clear and concise call to action (CTA)**
 - a. Tell them exactly what you want them to do



- b. Remember – it’s all about getting them to raise your hand – not sell; you don’t sell in your message – you bring them to your site or store and sell there (selling only occurs in person or in stores – even if that store is virtual real estate)
- 6. Don’t ignore research in copywriting**
- a. Research industry jargon
 - b. Research competition
 - c. Research other alternatives to solving the problems they have aside from buying from you OR your competitors
 - i. Can you use this information to add to your offering?
- 7. Don’t avoid the elephant in the room**
- a. Acknowledge their fears and reservations about doing business with you or choosing your product / service
 - i. “You might be thinking...”
 - ii. “We know it’s frightening to trust...”
 - iii. “We might cost a little more but you get...”
 - 1. Again – use the special advisor positioning (reports, emails, tests, guides, etc.) to build expertise and authority – positioning yourself as a trusted specialist and advisor
 - 2. People pay anything for a specialist
 - b. Don’t be afraid to qualify your customers (you will waste much less time in the long run)
 - i. Tell them who your product / service / offering is NOT for
 - 1. But at the same time increase value...
 - a. “We are not for customers simply looking for the lowest price. We spend a lot of money on R&D to make sure the strategies we give you actually work to increase your customers by at least 50% over the next 3 months or we will work for you for free until that happens...”
 - i. See how much that takes away risk / objections and shows you REALLY mean what you say about your service?
 - ii. If you can’t live up to this, either keep working until you can OR look for a different copy point but you get the picture
 - ii. Be targeted
 - iii. Be exclusive (to your specific niche)
- 8. Get over the need for your copy to look / feel “professional”; it should be RELATIONSHIP-focused / based**
- a. People buy from people
 - b. People love personality and opinion

- i. What is your business' personality?
 - ii. In social media, demonstrate personality
- c. People also love things that are new, entertaining, exciting and different
 - i. People are living lives of quiet desperation – brighten it up!
- d. Don't be afraid to be original
- e. Test & measure response

FINALIZING YOUR NICHE – BLOCK 2 TO DO

1. Develop your Message – Your USP
2. Craft Your Irresistible Offer
3. Write Your Elevator Pitch
4. Brainstorm Copywriting Ideas for Your Business

ACT 1 SCENE 3 – REACHING PROSPECTS

This is the most expensive (potentially) aspect of your business development and marketing plan. TREAD CAREFULLY so that you can ensure your ROI is good!

TRACKING ROI AND PROSPECT ACQUISITION

- It's vital to track effectiveness
- Must measure everything
- What gets measured gets managed
- If you can't track it, you can't stop it
- Hire experts in whatever media you choose to use
- What you don't know CAN hurt you
- How do I measure success?
 - Did it make you more money than it cost you?
 - i. Success = less than expense
 - ii. Failure = you spent more than you made

WHY BRANDING IS A BAD IDEA ROI-WISE

- You should never spend money on “getting yourself out there” unless you are a huge company with unlimited pockets (budget)
 - “Fuzzy” mass media is a horrible idea for smaller companies
 - Like a kid peeing in the ocean
 - Mass media can only be won with huge fire power

- Example:
 - ONE – You spend \$50,000 on television
 - You get 100 new customers
 - ATV = \$100
 - Gross Profit = \$10,000
 - Fixed Costs = \$50
 - Net Profit Per Customer = \$50
 - Total Net Profit = \$5,000
 - CAC = \$10
 - TWO – You spend \$5,000 on a direct mail campaign
 - You get 100 new customers
 - ATV = \$100
 - Gross Profit = \$10,000
 - Fixed Costs = \$50
 - Net Profit Per Customer = \$50
 - Total Net Profit = \$5,000
 - CAC = \$1

ROI KPI'S

KPI's you must be tracking

- CAC – Customer Acquisition Cost
 - How much it costs in marketing dollars to acquire a prospect
- CLV or CLTV – Customer Lifetime Value
 - How much a customer is worth in \$\$\$\$ to your business throughout their lifecycle
- CA – Customers Acquired
 - How many customers you get from a campaign
- FC – Fixed Costs
- CC – Campaign Cost
 - The time, materials, and platform cost of each campaign
- ATV – Average Transaction Value
- Fixed Costs – Costs that must be attributed to each sale

Success Formula

- In the beginning, forget all other “static” like conversion rate, CPA, etc. until you know and understand your CAC and CLTV.
- Basically, it needs to cost you less to acquire a customer than they are worth

$$\text{CAC} = \text{CC} / (\text{CA} \times \text{ATV}) - (\text{FC} \times \text{CA})$$



Why know these things?

- Marketing is cheaper when you can drill down specifically and target a micro-niche (costs less to cast a refined net, rather than a wide one)
 - Message to market match is better
- Entire goal of an ad is to get the prospect to say – hey that’s for me
 - How much does it cost to make that happen? You need to know that.
 - They need to be worth more – at least over their lifetime – than it costs to acquire them...
 - Sometimes it makes sense for CAC to be more than the first customer net profit if the CLTV is great

THE ROI OF SOCIAL MEDIA

You MUST get the right message to the right people at the right time through the right channel or it will fail

- The ROI of social media is a very tricky question because it’s hard to track.
- There are a lot of good things about new media but it’s not perfect and not the end-all-be-all of everything
- It should be a PART of your marketing mix
 - Market (target market)
 - Message (what you say)
 - Media (how you get to them to say it; reach)
- Social media is a media – not a strategy

Your Social Media Message

- Social media is SOCIAL – just like a social gathering or party—it’s not ideal for sales
- The main purpose of social media is to build your tribe
- Overt selling is considered bad behavior in social media
- Yet, it’s perfect for creating and extending your network
 - Engage with vocal customers
 - Build relationships
 - Demonstrate social proof
- Supports the idea that people buy from people
- There are pitfalls:
 - Can be a time drain
 - Now you pay to message all your own fans at one time or they won’t see your message

- Building up their platform and not your own – it's not your real estate
 - Instead, use it ONLY to drive traffic back to your own site (real estate that you own)
- (With social media – only a small % of people see your message and it's called “social” for a reason)

THE ROI OF BUILDING A LIST / DATABASE

The money is truly in the list – once you build the list, you can market to those people over and over again as you nurture the leads over time and move them through the buying cycle.

Benefits of Building a List:

- You control the data; you own it
- You get to nurture people not ready to convert / buy immediately
- Allows you to stay top of mind or convince them to do business with you
- Develop closer relationships
- Otherwise, they have to just “remember” you
- A big list = cash on demand
- A marketing automation system is never sick, never complains, and never forgets to follow up
- You can load it at one time to run for several weeks in an automated manner

Challenges of Email Marketing:

- Deliverability can be sketchy
- Not getting tagged for spam
- Original content creation
- Writing copy
- Open rate

Rules of Email Marketing:

- Don't SPAM
- Makes opt-in very important
 - Strategic
 - Valuable
 - Replicable process
- Be human and sound personal; informal
- Write simplistically and humanly
- Length is secondary to quality / value

- But long is ok if it's good / compelling
- Seek to be interesting / engaging
 - Try teasers
- Use a commercial system that is replicable, reliable, and allows for automation when possible
- Stay in touch regularly
 - Monthly but weekly is better
- Provide valuable information; value
 - Don't always be selling
 - 3:1 value to sales

The Marketing Automation Process

- Welcome email (after opt-in / subscribe)
- Value email 1 – Talk about their problem and relate
- Value email 2 – Talk about your company and your mission as it relates to their problem
- Value email 3 – Provide them with valuable information you have learned / found / created for solving their problem
- “Sales” email 1 – Offer a free phone consultation / audit / etc. (something that provides value and either makes you money and puts them in your customer funnel or puts them on that track)

THE ROI OF SNAIL MAIL

- Snail mail is not dead
- Email should supplement snail mail
 - Follow up to see if they got the piece
 - Have any questions?
 - Re-state specific points
- Even Google uses postal mail as part of their marketing strategy
- Use impactful imagery
- Address pain points
- Consider a physical gift for hottest prospects
 - Lumpy mail

DEVELOPING A BUDGET

- Really, all you should consider is – if something works, spend more on it. If it doesn't work, stop spending on it.
 - If it has positive ROI, crank it up
 - Otherwise a budget is irrelevant

- If it's working, you don't limit it with a budget
- If someone is selling \$100 bills for \$50, you don't say I'm only buying 5 because my budget is only \$250.
- **You don't create a budget – or limit yourself to a budget – for marketing that works**
- Fail often and cheaply
- Once you have a winner that pulls in more than it costs – throw money at it!

OTHER IMPORTANT NOTES ABOUT ACQUIRING PROSPECTS

- **ONE is the most dangerous number**
 - If you have a single point of failure, you're in a precarious position
 - If things change for some reason, you're screwed
 - Build your house on rock, not sand
 - Don't have one: customer, product, strategy, media, source of leads, supplier
 - If you rely on one of anything, you're leaving yourself exposed
 - Always be thinking about winter in summer
 - **Most importantly, don't have ONE source of leads**
 - Should have at least 4, only 3 of which are paid
 - All should be:
 - Reliable
 - Focus on ROI (otherwise waste of time)
 - Cut those not working

UNDERSTANDING YOUR ROI – BLOCK 3 TO DO

1. **Know your KPI's**
 - a. Know your CAC
 - b. Know your CLTV
 - c. Know what works
2. **Develop multiple lead sources**
 - a. Develop your social personality
 - i. Use your social channels to direct prospects back to your site
 - b. Get email automation set up
 - i. Develop multiple opt-ins
 - ii. Choose your email marketing automation platform
 - iii. Set up a one-month marketing automation sequence
 - c. Don't forget snail mail

ACT 2: DURING

ACT 2 SCENE 1: CAPTURING LEADS

This is where you capture, nurture and convert your prospects into customers who like you enough to buy from you for the first time

CAPTURING LEADS

- It is critical that you are always capturing leads because only a small percent convert
- Once they do raise their hand, moving them from prospect to customer is your next step
- Your goal is to get them to buy from you for the first time

HUNTING VS FARMING

- **Hunter vs farmer**
 - If you are a hunter, the pressure is on every day; it's hit and miss
 - If you are a farmer, it's a predictable process; it's planting, tending, and harvesting
- **Most businesses are hunters and not farmers**
 - Most advertising reeks of desperation; there are a lot of empty claims
 - Unless you are huge company, your purpose is not to get your name out there
- **As a farmer, you are creating a predictable process – is vital because you need a steady supply of prospects since:**
 - Not all prospects are created equally
 - However, mass marketing treats them equally
 - When farming, this means the result is you only need to SELL to the most highly motivated prospects with the highest probability of conversion
 - You save a ton of money when you only need to spend money on marketing to warm prospects – those who have already expressed interest



- Your initial purpose is to get them interested in you enough so that they give you their information to put in your database so you can interact with them enough to build value, your authority, and trust
 - The sale becomes a natural “consequence” of this process
 - Most people aren’t ready to “buy” on the very day they see your ad
 - The chance of them remembering your 1-shot ad even when they are ready to buy is slim
- Need to understand your prospect ratios:
 - 3% of your audience is ready to buy immediately
 - 7% are open to buying
 - 30% are interested but not now
 - 30% are not interested
 - 30% wouldn’t take it if free
 - This means that if you are trying to sell from a single ad, you lose 97% of all potential customers
 - With lead generation / farming strategies, you increase that to 40% of your affectable market
 - Also shows you’re interested in relationship-building
 - Establishes you as an expert, teacher, and authority to be obeyed and not questioned
- If you have a budget, you can spend MORE money to convert warm prospects (higher conversion possibility) than if you have a huge pool of cold prospects you need to spend money on...
- This is another reason why proper keyword research is important in SEO / PPC – it makes sure your budget is super-targeted

IMPORTANCE OF LEAD GENERATION OVERALL

- **The first stage in farming is getting a steady source of leads**
 - Offer them an ethical bribe to get them to reveal their interest, join your list and become a “high probability prospect”
 - Again, your first goal is trying to get them to just raise their hand and become a high-probability prospect
- **You need a marketing infrastructure instead of random acts of marketing**
 - To turn a cold lead into a raving fan
 - Center is your database
 - CRM is used to manage gold mine
 - All customer actions are recorded in CRM

LEAD NURTURING – BLOCK 4 TO DO

Develop your lead generation strategy and process

ACT 2 SCENE 2: LEAD NURTURING

This is the process of moving your prospects from declaring their interest to deciding they want to do business with you.

SECRETS OF THE WORLD'S GREATEST SALESMAN

The mastery of selling ordinary stuff to ordinary people

- Constantly keep in touch
 - Cards every month
 - Special events cards
- Special touches to help them remember you
- Eventually, you are the only person they'll call
- Remember: Marketing like a farmer
- The money is in the follow up

THE IRRESISTIBLE LEAD OFFER AND AFTER

Prepare your crop for harvesting:

1. Capture the lead with a free offer of a solution to a problem
 - a. Position you as the expert / educator / specialist
2. Build the relationship by providing value
3. Continue to offer value
4. Try to get them to declare deeper levels of interest
5. Until they decide to make their first purchase

If you become a marketing farmer, your harvest will support you...

THE ROLE OF MARKETING AUTOMATION IN LEAD NURTURING

Proper marketing automation will take in, sort, sift, and automate the nurturing process to help you turn prospective prospects into prospects into customers.

- **DON'T** always be closing; this turns you into a pest

- **DO** send a continuous stream of value until they are ready to buy
- **DO** have a goal of creating a full pipeline of interested, motivated, prospects

If you do all the above, by the time they are ready to buy, you will have a solid relationship and they will buy from YOU

POTENTIAL GATEWAYS INTO LEAD NURTURING SYSTEM

- Lead capture on the web
- Recorded webinars or podcasts that require opt-in
- Free gifts, reports, or audits (at the mini level)
- Online videos / DVD's
- Mail campaigns that lead to opt-in
- Email opt-in sequences
- SMS campaigns
- Shock & awe mail campaigns

The only investment is up front; then it's set & forget automated

SNAIL MAIL IN LEAD NURTURING

Being creative and using innovative strategies with snail mail is effective as well – especially when combined with email campaigns.

- 1. Lumpy Mail**
 - Almost always gets opened
 - Something physical in the mailer
- 2. Shock & Awe**
 - Usually gives 1 of 3 impressions
 - Same
 - Crappy
 - Shock & Awe
 - Consider how you can create shock & awe
 - Books
 - DVD's
 - CD's
 - Clippings
 - Small Gifts

3 TYPES OF PROFESSIONALS EVERY BUSINESS NEEDS

Your business development needs three types of business people to succeed.

1. **Entrepreneurs** - See a gap and solve it with their vision
2. **Specialists** - Have the skills and expertise to make your vision a reality
3. **Managers** - Make the day to day steps happen; run the business

All three bases must be covered. Lack of a manager role is why marketing doesn't get done in most businesses. **You need a manager who must consistently deploy.**

THE MARKETING CALENDAR

EXAMPLE MARKETING CALENDAR

- Daily – social media
- Weekly – blog
- Monthly – newsletter
- Quarterly – re-activation
- Annually – gift

Another Example:

- Prospect enters CRM
- Send intro email note
- Send shock & awe mail follow up
- Leads them to a video sequence where they opt-in to get it
- Video sequence sets up need for other products & services

OTHER IMPORTANT NOTES / IDEAS ABOUT LEAD NURTURING

1. If there is a complaint, resolve it and offer a discount coupon for next time
2. If someone else can do it 80% as well, delegate it
 - a. Otherwise you'll never have scalability
3. Separate majors and minors – don't major in minor things
4. Days are expensive so use them wisely
5. Time is more valuable than money
 - a. You can get more money but not more time
6. Internet has broken down geographic barriers making lead generation in volume easier

LEAD NURTURING – BLOCK 5 TO DO

1. **Create irresistible offer**
2. **Secure / Set up a marketing automation system**
3. **Set up an opt-in and follow up sequence**
4. **Create a marketing calendar for future**

ACT 2 SCENE 3: CONVERSION

This is persuading leads to become customers.

POSITIONING

- If you position your offer right, it makes price irrelevant
- Prospects are cynical and don't trust you from the beginning; therefore, you must get them to trust you
- By the time you get a lead to this point, they should at least be interested in what you offer
- Most sales professionals are making mistakes with old strategies
- Don't position yourself as a commodity because you don't want price to be the key differentiator
- Don't make generic, unqualified or unsupported claims – not believable and ruins attempts and/or progress at building trust
- Positioning changes how you get paid and how the prospect(s) feel(s) about it...
 - Experts get paid more
 - Specialists get paid more
 - Violinist story
- People take you at the value you assign to yourself

PEST TO GUEST

- Need to make the transition from unwanted salesperson to specialist / expert here to solve problems and save the way
 - Want them to seek you out and want to give you their money
- Must create trust before you ask the customer to make a decision; they need to know "WHO" you are...

- Don't say, "Sure I can help you..." before you even know what they want
- Educate rather than sell
- Offer something of value that solves their problems
- Share the benefits of your products and services rather than sell
- Like a Doctor, you should diagnose problems and propose solutions
- Entrepreneurs – solve problems for profit
 - "Agent of Change"
 - Trusted Advisor
 - Consultative Advisory Selling

WEBSITE

- Use tech to make your business appear larger
- ALWAYS have a phone number
- PHYSICAL business address
- Privacy policy
- Terms of use
- Don't skimp on design
- Email address that makes sense
- CRM
- Ticket System

OUTRAGEOUS GUARANTEES

- Gives an easier path to sale if you can take away fear
- Examples:
 - I will take your call until midnight any night of the week
 - If it breaks in the first 12 months, I will do whatever it takes to fix it.
- Make it a zero-risk option.
- Reverse risk with premium plans
 - People usually feel like premium means better (most people)
 - MUST make a Premium plan available
 - If you don't, you're leaving value on the table
- People worry about "abuse" with this...
 - Terms and conditions can limit "abuse"
- Resist the urge to discount, however
 - Instead, up the value

TRIALS AND MORE

- If your product is good / strong, letting someone try before they buy really “ups” sales conversion
- Don’t ever say, “That’s not my department...” – EVERYONE is in customer service
- Close down your sales prevention department
 - Factor transaction / merchant fees into pricing; don’t ever add on top
 - Offer a payment plan or financing for big ticket items
 - People feel less attached to future money than present money
 - Don’t put up any roadblocks

LEAD NURTURING – BLOCK 6 TO DO

1. Figure out how you will position / differentiate your offer
2. How can you transform from pest to guest
3. What will your lead nurturing strategy be? How will you set yourself apart?

ACT 3: AFTER

ACT 3 SCENE 1: CREATING A WORLD-CLASS EXPERIENCE

Delivering a world-class experience leads to a steady stream of referrals and references.

If you look to deepen your relationship with your customers, you will do more business AND get more references / referrals.

BUILD A TRIBE OF RAVING FANS

- They need to feel like – as customers – they are connected to EACH OTHER as a group. You are just their leader...
- Focus on wow-ing your customers
- You are building a lifetime relationship
- Be easy to deal with...
- Add a sense of theater
- Develop systems that make everything smooth

DON'T STOP "MARKETING" WHEN YOU CONVERT TO CUSTOMER

- Don't forget your customers when they become "customers"
- This enlists them to be your evangelist
- Get their feedback
 - Even if they had a not-perfect experience, if you ask for their feedback, fix the problem and treat them like gold
 - Sometimes, these people become your biggest and BEST advocates
 - Small businesses can be agile and change quickly, as well as better develop real personal relationships

SELL THEM WHAT THEY WANT – BUT GIVE THEM WHAT THEY NEED

- You should offer turnkey solutions
- Be willing to spoon-feed your customers & clients to get results

- Package things so that you make it EASY to do business with you
- Remember that bite-size pieces that keep moving them to the next level – just like a relationship – keep going deeper and offering more than they expect
- People want to be led
- Anticipate roadblocks and offer solutions ahead of time

CREATE THEATER AROUND PRODUCTS & SERVICES

- **Find ways to be innovative**
 - In positioning
 - In presentation
 - In “signing up”
 - In delivery
 - During
 - After
 - Follow up
 - Problem solving
- **Look for ways to interesting and different – but not gimmicky**
 - How can you make them WANT to do business with you not only because you offer solutions but because you do so in a way that makes them want to give you money just to stay connected.
 - Everything needs to be painless
 - Sign up
 - Payment
 - Onboarding
 - During
 - GO OVERBOARD with care
 - Use new technology ONLY if it eliminates friction
 - Don’t implement tech for tech’s sake
 - Always know exactly WHY you are implementing something so you can endorse the real benefit
 - Think of tech like an employee...
 - What is the “job” it is supposed to perform?
 - What results do you expect?
 - What are the KPI’s?
 - How is it reducing friction?
- **Provide layer upon layer of value to your tribe**
 - Be a thought leader in your industry
 - Be a curator of content
 - Provide valuable ideas just because you want to help them...
 - Become an authority / consultant in your niche
 - How can you become a voice of immense value to your market?

- In a non-martyristic way, thoughtfully share how much effort you put into product creation, delivery, etc. (background, training, etc.)

PRODUCTS MAKE YOU MONEY; SYSTEMS MAKE YOU A FORTUNE

- You can have the best product in the world but if your systems aren't perfect, you'll never go as far as you could
- Good systems are replicable and once in place, describable, clear, and anyone who follows your directions should be able to manage them
 - YOU should not ever be your system
 - Your system should not rely on a genius because if you lost that person, it would not be replicable
- Systems allow mortals to run amazing companies

4 TYPES OF SYSTEMS

1. Marketing (lead acquisition)
2. Sales (conversion and follow up)
3. Fulfillment
4. Administration

DOCUMENTED PROCESSES

- It is important to document all processes so that your business could run without you
- SOP (Standard Operating Procedures)
 - Every business should have one
- Should cover all systems above
- **Don't BE your business**
- Build an asset = your business doesn't require YOU for success
- Improves leverage
- Allows for scalability
- Provides consistency (consistent customer experience)
- Will improve efficiency
- Provides you the ability to fire yourself
- **Otherwise, no time to work on the business because you're too busy working IN the business**
- Eliminates the biggest bottleneck – you
 - Entrepreneurs should be the dreamer and builder of systems
- **When writing your SOP, imagine your business 10 times the size it is**

- Not a problem if you currently DO perform all the roles but not if you HAVE TO for the business to survive and thrive
- May currently be the same people in all the roles but the roles themselves should be separate and different

HOW TO DEVELOP SYSTEMS

- Come up with required roles for each system
- Tasks
- Checklists
 - Daily
 - Weekly
 - Monthly
- Keep breaking down tasks into further steps / activities / actions
- With strong systems, as you scale up, it becomes easier to delegate parts of the process(es)
- This process should document everything stored in your head
- Ensures consistency even if you (or others) are removed from the equation
- Should also outline how to get where you want to go and provide an exit strategy for you
- For everything, ask, “Is this vital to get me to \$50mm?”
 - Also, do everything with a purchaser in mind
 - If you are the business, you don’t have a business
 - If you ever decide to quit working, you need to HAVE a business or you will just close your business and not reap the full reward of your hard work
- It’s important to do the systems up front – start with the end in mind...

LEAD NURTURING – BLOCK 7 TO DO

***Remember: Part of delivering a world-class experience is consistency, replicability, and scalability. This is the key to trust. Therefore, planning and developing systems is a vital part of creating the world-class experience and being remarkable.**

1. **Consider: How will you build a tribe of raving fans?**
2. **Consider: What will you do after they become a customer to continue serving them better than your competitors?**
3. **Consider: How will you be remarkable to set yourself apart and a step above what they expect?**
4. **Using the answers to the above questions, plan out your systems for:**
 - a. Marketing

- b. Sales
 - c. Fulfillment
 - d. Admin
5. **Document your systems in an SOP**
- a. Make sure to start with the end in mind—don't BE your business.

ACT 3 SCENE 2: INCREASING CUSTOMER VALUE / LIFETIME VALUE

Just small tweaks can mean huge increases for your bottom line.

- You can't measure what you don't measure
- Entrepreneurs are closers – they love the taste of the kill. However, the real money is in increasing lifetime value.
- Think about acres of diamonds – dig first on your own property

WAYS TO INCREASE LIFETIME VALUE

RAISE PRICES

- A 10-20% increase in price is not usually noticeable to most individual clients if you are doing a good job, but that amount multiplied by all your customers is noticeable to your business.
 - If you are super-concerned your current customers will balk, then grandfather them in to the old prices

ASCENSION

- Consider upselling current clients into upgraded plans
 - Especially easy when you do it at the time of sale
 - Contrast principle: Price of add on's seems low when you are already buying / spending
 - Buying mode: Easy to buy more when already in buying mode
- Make the path to upgrade easy with multiple package offers
- Don't have to require the upgrade right at sale but do make it a limited-time offer (at least this specific offer)
 - Send reminders
 - Let them know about other available upgrades
- Even if you think your product / service is a one-time / one-hit, still treat them like they could return. Just as with real estate agents, if you treat them this way, you up the odds of referrals.

MAINTENANCE / SUBSCRIPTION PLANS

- Maintenance and subscription plans are a way to create steady, recurring, revenue streams
- What can you offer of value that your customers will pay for every month?
- Set it up so that the transaction happens automatically and your customers don't have to make a purchase decision every time
 - Just make sure you have reminders about the recurring transactions set up to go out automatically – this keeps you legally compliant and your customers happy with you...

REACTIVATION CAMPAIGNS

- Create campaigns to bring back previous or past customers
- Craft a strong offer to bring them back to you
- Weed out those who aren't "good customers" first to save money
- Ideas:
 - Special offers
 - Add-ons
 - Upsells
 - Promote your subscription
 - "Did we do something wrong?"
 - "We miss you..."

THE NUMBERS—KNOW YOURS

SMALL CHANGES – BIG DIFFERENCES

- **Small tweaks in your numbers can make big improvements to your bottom line.**
- Of course, you must **KNOW** your numbers first.
 - Leads
 - Conversion Rate
 - Average Transaction Value
 - Break Even Point
 - Margin
- You can only make concrete, real, changes when you have the numbers locked down.
- **Don't let your "story" obfuscate the real facts.**

EXAMPLE

Starting point:

- 2,000 leads per year
- 5% conversion rate
- 100 sales
- \$40,000 ATV (average transaction value)
- = \$4,000,000
- 50% GM (gross mark up; I don't know this number so this is just a round number for example purposes)
- \$1,200,000 FE (again; don't know fixed expenses number – just using a number for example purposes)
- \$2,800,000 profit (example only)

With minor improvements:

- 2,500 leads per year
- 6% conversion rate
- 150 sales
- \$45,000 ATV
- = \$6,750,000
- 50% GM
- 1,500,000 FE
- 5,250,000 profit
- (Nearly doubling profit with just small improvements)

WHERE TO MAKE THE CHANGES

- Add additional lead sources
- Lower customer acquisition cost
- Seek out ways to improve conversion rate
 - Split testing
 - Retargeting / Remarketing
- Cut operational “fat”
 - Look for ways to lower costs
- Increase average transaction value
- Increase customer lifetime value
- Add subscription revenue
- Lower churn rate

HAVE A DASHBOARD

- Such as Cyfe or Geckoboard
- Track all the numbers above
- Track complaints
- Track Referrals
- ***Measuring and improving your numbers is the key to high growth in your business – a dashboard will help with monitoring measurement**

MORE ABOUT RAVING FANS

Businesses need revenue—if you take on toxic customers it pollutes your business

QUALIFY CUSTOMERS

There are three basic types of customers you will encounter:

1. **Tribe** = raving fans
 2. **Churners** = truly can't afford you until they discover they can't and they will blame you
 3. **Vampires** = can afford you but you can't afford them...they will suck your blood
 4. **Snow Leopards** = beautiful—everything about them is perfect—but they are rare; you can't build your business on them because they are so rare
- You want to only focus on those customers who stand to become members of your tribe. These are the only ones you want to spend time, money, and effort acquiring.
 - You want to avoid churners and vampires for sure.
 - Snow leopards you should take when they come but you can't build your business around them.

NET PROMOTER SCORE (NPS)

- **This is a customer loyalty score**
 - Those with a high customer loyalty score stand to become your tribe
- Rank your customer base individually and the as an average.
 - Types:
 - Detractors (-100)

- Passive (0)
- Promoters (100)
- **If your average is positive, then that is good. If +50, excellent.**
- Ask 1 question – “How likely are you to recommend us to someone else?” They answer on a scale of 1-10.
 - **Ranks:**
 - 9, 10 = Promoters
 - 0 – 6 = Detractors
 - 7, 8 = Passive
 - Also, follow with an open ended-question to get additional feedback

FIRE BAD CUSTOMERS

- What to do with your customers:
 - Tend to the Passive customers but don't focus an exorbitant amount of time on them
 - Nurture the Promoters
 - Fire the Detractors
 - These are low value and highly demanding customers who will suck your time and energy
 - You will make very little profit off them because they will require so much time and energy
 - In fact, you will likely lose money off them
 - Your high-value customers (Promoters) will suffer
 - Tribe suffers at the expense of vampires and churners
- Cherish your tribe and leave out those who will pollute your customer pool

INCREASE CUSTOMER LIFETIME VALUE – BLOCK 8 TO DO

1. **Figure out your numbers**
2. **Consider where you can increase value**
 - a. Raise prices?
 - b. Add upsells?
 - c. Add crossells?
 - d. Add a subscription program? Maintenance plan?
 - e. Devise a reactivation campaign?
3. **Create a dashboard**
4. **Go through and qualify your current customers**
 - a. Identify your tribe
 - b. Choose vampires you need to fire

ACT 3 SCENE 3 – ORCHESTRATING & STIMULATING REFERRALS

Stimulating referrals can be a great way to improve your numbers. But it needs to be done strategically and deliberately to be truly effective.

- Relying on passive word of mouth is a bad idea
 - Even assuming you do everything right, it can take way too long—years
- Instead, orchestrate and stimulate referrals

THE RIGHT WAY TO ASK FOR REFERRALS

- Don't look like you are asking as a favor
- People naturally WANT to share things they love
 - You just want to be the Director of that process
- How effective can this be?
 - On average, at a funeral, 250 people sign the book
 - At a wedding, 250 people know the bride and 250 know the groom
 - This means that you stand to get 250 more people aware of your product or service from a single customer—whether you do a good or bad job (will determine whether referral is good or bad)
- Start by asking how you did
 - If there was a problem, fix it
 - Fix it BIG
 - THEN ask for the referral
- Most business owners never even ASK for the referral
 - All you have to do is say something like, “One way I am able to keep costs down is by getting referrals from happy customers. Here is a \$100 gift certificate / gift card / etc. for you to give 10 of your friends who could use my product / service to [solve problem(s) x,y,z]. It would be great if you could pass this along.”

HOW YOU ASK IS IMPORTANT

- Be specific and direct
- For a referral to happen, a customer / client has to do all of the following:
 - Be in a situation that calls out for your product / service
 - Think about you
 - Find the opportunity to introduce you
- In emergencies, they teach first responders to be specific – “somebody” is always “somebody else”

- “You in the blue shirt” (you are talking specifically to this customer – not just any customer)
- “Call 911” (what you want them to do specifically – refer you and your product/service)
- “Tell them...because...” (what you want them to say in their referral and why you want them to say that)
- “We need...” (what you want the person being referred to do)
- Putting the above in action:
 - You want them to think about the people they know with similar problems / needs they face
 - “If you hear...”
 - “If you know someone who...”
 - Tell them what you can offer their referral
 - “I can offer them a [special package/report/trial] to help [solve problem x,y,z]
 - What the result will be / how you or your product or service will benefit their contact
 - “This should help them...”
 - What are you going to give them for doing this (WIIFM)?
 - “In return I will be glad to...”

JV ARRANGEMENTS

- JV arrangements are referrals on steroids
- Basically, you are paying for leads
 - Gift card
 - Voucher
- Think about who needs your client after you’re done?
- “Win-Win”

AFFILIATE SALES

- You only pay for actual sales, when there is an actual sale
- Again, about creating relationships

BUILDING THE BRAND

- This is the personality of your business
- Your brand is a promise – and includes all sorts of promises
 - How you will treat them
 - Problem(s) you will solve

- 
- How you will deal with issues
 - Your brand includes brand awareness and relationships with your target market
 - Branding continues AFTER the sale
 - Brand equity is the good will that companies form after they do business with you
 - This is the key to referrals
 - This is the strength of your brand

ORCHESTRATING REFERRALS – BLOCK 9 TO DO

- 1. How will you stimulate referrals? What will your process be?**
- 2. Are there others with whom you can JV?**
- 3. Does your business work for affiliate sales?**
- 4. How can you use the referral process to continue to build brand equity?**



THE SCRIPT

BLUEPRINT TEMPLATE

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BEFORE: THE FOUNDATION – DESIGNING YOUR STRATEGY

BLOCK 1 - THE FOUNDATION: FINALIZING YOUR NICHE

Subcategories of Business Owners

BLOCK 2 - THE FOUNDATION: CRAFTING YOUR MESSAGE

Narrative of your target market/ niche (“conversation in their head”):

- Problems your business aims to solve
- How you position your business / offer so that it addresses and/or solves your niche’s problems and meets their needs without selling them on products or services yet?
- Your USP:
 - *WHY BUY?*
 - *WHY BUY FROM YOU?*

Your Elevator Pitch:

You know how sometimes... [niche problem]

Well we... [USP]

In fact.... [proof]

BLOCK 3 - THE FOUNDATION: REACHING PROSPECTS

Lead Sources

KPI's to Track

- **CAC** (Customer Acquisition Cost)
- **CLV** (Customer Lifetime Value)
- **CA** (Customers Acquired from a campaign)
- **FC** (Fixed Costs)
- **CC** (Campaign Cost – time, materials, and platform cost of each campaign)
- **ATV** (Average Transaction Value)
- **Fixed Costs** (Costs that must be attributed to each sale)

Key Elements of KPI Tracking:

- Google analytics is a great way to track hits to a specific page/link.
- Be sure to use custom links for promoting content in each medium
- Keep track of the link used
- Bit.ly or Google Link Shortener will allow you to create custom links for pages that already exist, so that you can track hits to that link
- Keep a spreadsheet with the link used, where it was used, and effectiveness (hits/visits/contacts) so that you know what platforms are working best
 - Later, you can also craft difference messages with different calls to action to see what your audience best responds to
 - Using copywriting best practices – and testing different copywriting strategies – will yield the most effective results over time.

DURING – CAPTURING, NURTURING & CONVERTING PROSPECTS

BLOCK 4 - THE FIRST FLOOR: CAPTURING LEADS

Process

- FIRST: Free Irresistible Offer:
- Static Offer (Always on Site):
- 1st (Minor) Purchase to Indicate Interest:
- Follow up & Nurture:
- Conversion:

BLOCK 5 - THE FIRST FLOOR: LEAD NURTURING

Goal / How to help niche:

- **Remember:**
 - Lead nurturing should demo knowledge and expertise while providing real value to leads in the process – aims to take them from cold (don't even know about business) to HOT (purchase)
 - A big part of the lead nurturing process includes strong customer service / access for prospects to warm leads, to warmer leads, to hot leads

Create Marketing Calendar

Nurturing Process

- WEBSITE
- SOCIAL
 - Use social to build relationships, get feedback, test out ideas / offers, and send leads back to website

BLOCK 6 - THE FIRST FLOOR: CONVERTING LEADS

Strategies to position business as expert in given area / with niche; in addition to the lead nurturing materials / strategies / tactics:

Remember your business role is always as problem solver – working for your customers and potential customers to help them solve problems in ALL you do; want to be trusted advisor (only way price becomes irrelevant and customers are happy no matter what happens).

Consider outrageous guarantees and offers

AFTER – TURNING CUSTOMERS INTO YOUR TRIBE OF RAVING FANS

BLOCK 7 - THE PENTHOUSE FLOOR: CREATING A WORLD-CLASS EXPERIENCE

How will you build your “tribe”?

- How will you WOW your customers, so that they become so enthralled with the business / offering that they become willing evangelists?
 - Similar to above, outrageous guarantees ALWAYS help
 - Closing videos are usually fun for customers and can be used to promote your business on your website and social media

Create smooth systems (SOP’s and Checklists)

- What roles would be needed if your business were 10x bigger? (See “6 People Every Business Needs to Be Successful”)
 - MARKETING
 - SALES
 - FULFILLMENT
 - ADMIN

How will your business provide ongoing value and excellent service?

BLOCK 8 - THE PENTHOUSE FLOOR: INCREASING CUSTOMER VALUE AND CUSTOMER LIFETIME VALUE

Know your numbers...

- Must KNOW all your numbers so you can measure and know where small tweaks can make big bottom line differences

- A dashboard such as Cyfe or Geckoboard is helpful in addition to the tips above.
- Constantly look for ways to improve numbers
- Come up with a way to identify best customers and cater to them with white glove service
 - Net Promoter Score
 - 1 Question Survey: Find the promoters and drown them in goodness
 - “Fire” Vampires: Figure out a process for “firing” bad customers
- Look for add-on’s / supplemental products or services that compliment their purchase

BLOCK 9 - THE PENTHOUSE FLOOR: ORCHESTRATING & STIMULATING REFERRALS

Design a specific referral process and funnel

- Come up with a specific referral request process
- A set timeline makes the process easier to remember/follow
- Consider using available tools to request testimonials and referrals that will automate the process and make it easier
- Offer something in return
- Look for JV partnerships?
- Affiliate sales?
 - Eventually turn happy customers into affiliates who earn a % recurring revenue for referrals to business
- Need to develop a personality for brand
 - What language?
 - Imagery?
 - Where can you develop / provide continuity of experience?



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