

- Week 1 -
Getting To Know Your Customers

Important Points To Remember

- Always know the benefits of your product/service
- Always know the features of your product/service
- Your customer is always asking "What's in it for me?"
- Brand marketing = see ad many times, take 1 action.
- Direct marketing = see ad 1 time, take many actions.
- Nothing gets done without deadlines and goals!

Your Unique Selling Proposition

Knowing your USP is one of the most important parts of selling your product or service. It's what differentiates you from your competition. What makes your business special? Finding your USP saves you from competing on price alone. And that's a race to the bottom you don't want to win!

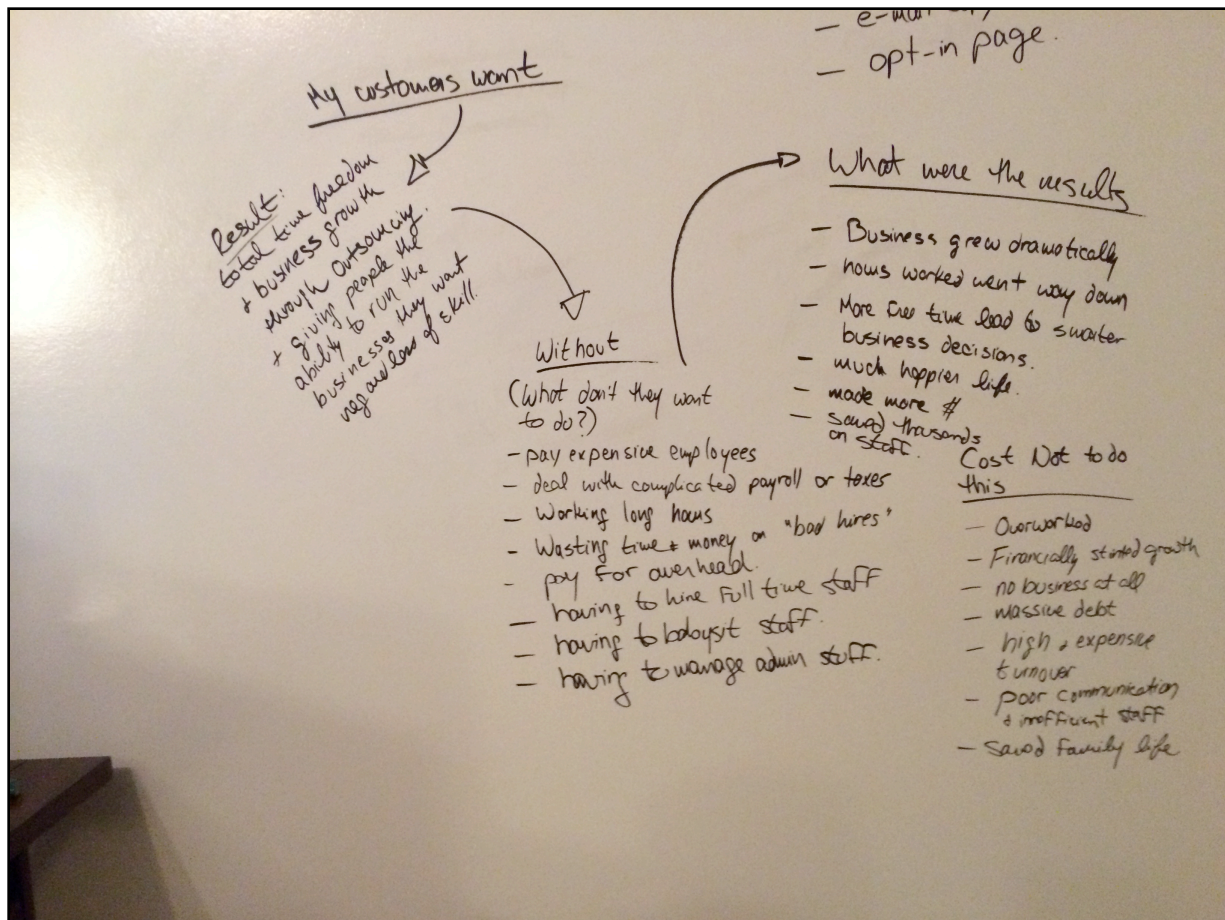
In the space below, write down what makes your business uniquely better than the competition.

Customer Desire Mind Map Example

Creating your customer desire mind map is one of the most important exercises in your business. It's a visual representation of who your customers are, their concerns, motivations and outcomes from them buying your product or service. It includes list of points underneath each of the following headings.

- What do my customers want the most?
- What don't they want to do to get what they want?
- What is the outcome when they get what they want?
- What are the costs of not getting it right now?

Having this assembled in one point makes it very easy to create high impact advertising and marketing that drives sales. This is your "cheat sheet" going forward. Below is an example of a customer desire mind map created for a course I used to teach on finding outsourced workers.



Your Customer Desire Mind Map

What do your customers want the most from paying for your product / service?

What don't your customers want to do while trying to buy your product / service?

What is the outcome / results once they get your product / service?

What are the consequences of not using your product / service?

Customer Avatar Example

Your customer avatar is a “profile” of who your ideal customer is in as detailed a picture as possible. The more you can visualize who you’re creating your product and advertising for, the more effective it will be. Below is an example of the type of information you should include in your customer avatar.

- Name: Mark - Male, aged 45-50. 5’10 with brown hair. Slightly overweight
- Married for 10+ years with 2 young teenagers
- Wants to start a business to supplement income and possibly quit his job but doesn’t know where to start
- Works in a mid-level corporate position. Makes about \$50,000 / year. Has growing debt he’s stressed about
- Worried that he won’t have enough to cover the bills. Wants to put money aside for retirement
- Wife is on his case because he’s spending too much time / money on this business thing. He only wants to provide the best for his wife & family
- Living very close to the “edge”. - high stress! Money worries keep him awake at night

Your Benefit List (with examples)

Write a list of your product / service benefits below. A benefit is a positive aspect that your buyer gets from buying your product. Ex: "This camera has a 12MP sensor so it's going to take crystal clear images.". "Crystal clear images" is the benefit. What benefits does your product/service have?

[illegible]

Your Feature List (with examples)

Write a list of your product / service features below. A feature is a way a benefit is delivered. Ex: "This camera has a 12MP sensor so it's going to take crystal clear images.". "a 12PM sensor" is the feature. What features does your product/service have?

[illegible]

Your Before Numbers

In order to track our progress it's important to take a snapshot of your business as it stands right now. This allows us to measure your success over the coming weeks.

What was the profit in your business last month: _____.

What is the average lifetime value of a customer: _____.

How much does it cost you to acquire a new customer: _____.
(don't forget to factor in the cost of time!)

Your Goal Numbers

What is your goal monthly profit in 2 months from now? _____

Your Notes

[illegible]

[illegible]

Welcome To Sales On Demand

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What We're Covering In Week 1

- Welcome to the program
- Get you settled into the program
- Get your baseline numbers
- Figure out your ideal customer
- Explain our game plan going forward

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The Goal Of Sales On Demand

- Give you the tools you need to generate sales on demand for your business
- How to spot the differences between good ads and bad ads
- How to streamline your marketing
- Show you how to build a lead & customer database
- How to mine the lead & customer database for more business

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Our Roadmap For The Next 8 Weeks

- Week 1: Get total clarity
- Week 2: Build your audience / Big sales push
- Week 3: Transform your marketing
- Week 4: Build a sales funnel / Big sales push
- Week 5: Create something more expensive & something less expensive
- Week 6: Tracking for success
- Week 7 & 8: Wrap up & Final sales push

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Common Marketing Lies

- New media is “different” and you need to sell differently
- You need a big social following and lots of fans
- A fancy expensive website is a must
- Any publicity is good publicity -> no commercial intent!
- “Build it and they will come”

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Technology is a medium, not a message!

- If your message sucks, technology won't help!
- Technology has caused marketers to get lazy
- Technology = leverage, whether your ad is good or bad!
- Foundational advertising principals still required

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Brand Marketing VS Direct Marketing

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Brand Marketing - Marketing with the purpose of impressing your brand on a prospect with the hope that the next time he needs your product or service, he'll think of your brand.

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Brand Marketing

- Strategy employed by large corporations like Coke, Ford, Apple
- Very very expensive - must continually impress upon market
- Often costs millions & very difficult to get any results without a LARGE ad budget.
- Focus on design & creativity -> 90% of ad agencies
- Difficult to hold accountable
- This is what most small businesses try and do
- Which is why most companies fail with advertising
- Brand marketing was not meant to be used for small businesses!
- Focuses on front end profits (get more customers!)

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Direct Marketing - Marketing with the purpose of getting your prospect to respond to a certain action immediately.

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Direct Marketing

- Inexpensive because you're only paying for your ideal customers to see your ad
- Easy to track because you're measuring the response rate of the ad
- Focuses on proven, tested advertising strategies.
- Not "flashy" - often "ugly" works better!
- Very accountable. Easy to tell if your advertising is working or not.
- Examples: Proactive, OxyClean, Bose, Bowflex (any infomercial), direct mail
- Focuses on "back end" profits
- A "well oiled machine"

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Main Parts Of A Direct Marketing Campaign

- Headline
- Body Copy
- Bullet Points
- Call To Action
- Guarantee
- More details on this in Week 3

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How We're Going To Make A Profit In The Next 8 Weeks

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How We're Going To Make A Profit

- Active marketing instead of passive marketing
- Active = you go out and get it = you control the results
- Passive = build it and they will come = fortune controls the results
- Generates hot leads and sales that are much more qualified
- Increase sales immediately by getting more customers
- Selling more to existing customers
- Charge higher prices

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Next Step...

Getting To Know Your Customers

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Getting To Know Your Customers

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Do You Know Your USP?

- What is a USP & why you need it.
- That 1 special thing that sets you apart from the competition.
- Don't become a commodity! Never sell on "price" -> fastest way to the bottom
- There is ALWAYS a way to find a USP
- Turn weaknesses into strengths.
- Example: Our Pizza may not arrive in less than 30 minutes, but that's because our hand made crust and stone bake oven take a little bit longer. But you're guaranteed the best pizza you've ever tasted or you don't pay a dime!"

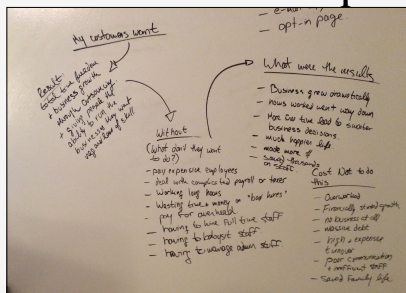
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Customer Desire Mind Map

- What is it?
- What do my customers want the most (deepest desire)
- Without having to do what?
- What are the results they want to achieve?
- What are the costs to not do this right now?
- Exercise in empathy. The more you can walk a mile your customers shoes the easier you can sell to him.
- Helps you see "What's in it for me" from the perspective of the customer
- Gives you an excellent framework for future advertising.

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Customer Desire Mind Map Example



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Create Your Customer Avatar

- What is your customer avatar?
- Why have a customer avatar?
- Things to include:
 - Physical features (including clothing and style)
 - Income, lifestyle
 - Interests, hobbies
 - Family
 - Worries & darkest fears (what keeps him up at night)
 - Biggest motivations
- Exercise to get you to imagine your ideal customer. When you create your advertising write to this specific person and that's the type of person your marketing will attract.

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Customer Avatar Example

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Create Your Benefits & Feature List

- Benefit: The positive outcome your product or service will give your customer
- Feature: A factual positive description of an element of the product
- Example: Benefit of an iPhone - It helps you answer questions by allowing you to look up information quickly.
- Feature: It has an 8 megapixel camera and a 64gb hard drive
- Why are having these important? Because you'll use them in your advertising as reasons to why they should buy your product or service
- The more benefits & features you can add the better!

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The Most Important Exercise In This Whole Program!

Going through these three exercises you'll get a very complete snapshot of who your customer is, what they want, what they don't want and the consequences of them not taking action. You'll have all the benefits and features of your product clearly laid out.

This is a printable "cheat sheet" you can refer back to, and it's amazingly useful. Go through the exercises in Week 1! Don't skip this step even if you already believe you know who your customers are! This is VERY important.

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Setting Sales Goals

- Purpose: Allows us to measure our results at the end of the 8 weeks.
- Goals and deadlines push us to act! They're huge motivators!
- What are your average monthly sales right now?
- What do you want them to be in 90 days from now?
- The more aggressive your goal, the easier it is to hit it!
- How are you going to reward yourself when you hit your goal?

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Week 1 - Important Takeaways

- Always know the benefits of your product/service
- Always know the features of your product/service
- Your customer is always asking "What's in it for me?"
- Know who your ideal customer is so you can tailor your ads to them
- Brand marketing = see ad many times, take 1 action.
- Direct marketing = see ad 1 time, take many actions.
- Nothing gets done without deadlines and goals!

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Homework

- Complete the Customer Avatar exercise
- Complete the Customer Desire Mind Map
- Complete the feature & benefit brainstorming exercises
- Figure out your Unique Selling Proposition
- Write down your baseline numbers
- Write down your sales goal for the next 3 months
- Introduce yourself and your business to the Facebook Group
- Buy at least 1 of the "recommended reading" books - then read it.

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Next Week

- We have our first big sales push!
- We start building our lead & customer database
- VERY Important to complete week 1 exercises. You'll need them in week 2 for your sales push!

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