

Lifecycle Marketing Workbook

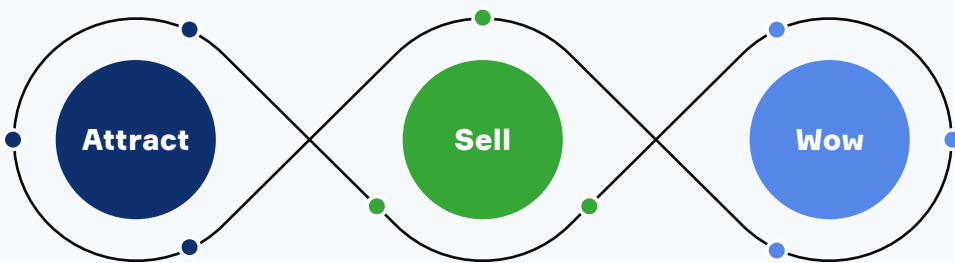


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Attract more leads to your business

Identify your target market and bring in new leads

Identify and attract your target market

Who are my ideal clients? (Use demographics and other info you've collected.)

What do they care about? (efficiency, ease of use, time, etc.)

Where do they “hang out?” (social media, online, conferences, etc.)

What would be attractive to them (what is the “apple” that they would enjoy)? (What type of things would they enjoy?)

How can I organize information about potential clients who are interested in my offer? (database, spreadsheet, CRM, etc.)



Sell more, earn more

Get organized, educate leads, and turn them into satisfied clients

Educating leads

What questions do potential clients have about my product or service?

(product details, cost, warranty, social proof, etc)

How can I answer those questions? (email series, white paper, website, videos, etc.)

How can I offer more value as I educate potential clients?

(send additional resources, showcase differences between our product and others, special offers, etc)

Make the offer

What is my compelling offer? (free inspection or first visit, coupon towards future purchase, etc.)

When should I extend the offer?

(after reading your ebook, after a webinar, when they reach out and express interest in your business, etc.)

What does a lead who's ready to buy look like? (watched a video, read an e-book, etc.)

Close the sale

How do clients buy from me? (online, in person, sales rep, etc.)

Is this an easy way for them to buy from me?

How can I make it even easier?

Take some of the ideas you brainstormed above and choose 2-3 actionable items you can start implementing right away.

What are the top 2-3 things I can do to improve my sales cycle?

Wow your clients

Create a culture of wow to earn repeat sales, referrals, and testimonials

What are 5 things I can do to wow my clients during the first 30 days?

(send a personalized email, include coupons, give them a call, etc.)

What are 5 things I can do to continue to wow my clients after the first 30 days? (periodic satisfaction surveys, birthday and holiday cards, etc.)

Choose your top 2 ideas for each category and start to put a plan in place.

Additional items to work on

How can I find out how my customers are feeling?

(satisfaction surveys, email, phone call, etc.)

When a client isn't happy, what can I do to reach out and make the situation better?

When a customer is happy, how can I ask for referrals, repeat sales or testimonials?

Wow my clients worksheet

Select the items you'll want to use to wow your clients. Add additional items that you want to incorporate in the space provided.

| Cost-effective ways to wow your clients | |
|--|--|
| Follow up with a quick call or text to see how things are going after they buy your product or service | Send a handwritten thank you note |
| Follow up with personalized emails | Send a magnetic reference guide, chart, or calendar with your logo on it |
| Answer questions in a timely manner | Feature a customer on your website |
| Send a \$5 gift card with every purchase | Send cookies, fruit, or flowers |
| Start a rewards or loyalty program | Make a donation on their behalf to their favorite charity |
| Provide a surprise discount | Plant a tree on behalf of your customer |
| Send a book with a personal note | Meet up with customers in the cities that you are visiting |
| Send them their favorite food or snack | Randomly select a few customers to receive one of your products or services for free |
| Provide special private shopping hours or prizes during certain hours | Provide a free upgrade |
| Throw a party for all of your customers at your next major event | Send swag with your company logo on it (coffee mug, water bottle, shirt, etc.) |
| Provide a gift card for an item in your store or on your website | Schedule lunch at your office and invite customers to attend and share feedback |
| Provide offers to customers who contribute ideas or engage with your company online | Tell your customers how their feedback was implemented |
| Celebrate an event, such as a birthday or anniversary | Create a video message and send it via email |
| Celebrate a milestone, such as number of years as a customer | Give them a dinner-and-a-movie gift card |
| Send a gift card for a free car wash | Send samples of new products |
| Offer free wrapping for product purchases | Upgrade their shipping to priority mail |
| Respond to complaints right away | |
| Send a box of office supplies | |
| Send them a travel mug with a coffee shop gift card | |
| Provide group/bulk order discounts | |
| Follow them on social media and give them a shout out | |
| Give them bonus items with their purchase | |
| Call them and say thank you | |