

THE 10S MARKETING BLUEPRINT

Want to grow your business but not sure where to start? Unfortunately, way too many people start in the wrong place, and end up dissatisfied with their results.

Getting amazing results simply takes following this recipe for success.



Effortless Web
The Internet Made Easy

SECTION 1 – SPECIFIC

Success all starts with being specific, without being specific you can't aim, and without aiming you can't expect to hit anything worth hitting.

SOMEONE

Every business needs to target SOMEONE. Yes, I hear regularly from businesses that target everyone, but do they really? Do they really target new born babies and pensioners? Probably not.

So step one is to work out exactly who it is that you target. The more specific you can be the more successful you will be.

Think of it this way, everyone has their own measure of perfect, so making your products and services perfect for your customers requires you to understand what makes it perfect for them.

As a result, if you try to make something perfect for everyone you will be stuck with a product that isn't perfect for anyone.

SOLVE A PROBLEM

What you sell needs to solve a problem that the customer knows exists. I have heard many people talking about selling people what they need instead of what they want, and it's a great concept. BUT it still requires

the customer to SEE their problem, to UNDERSTAND your solution and to find VALUE in your offer.

SANITY CHECK IT

This requires a few simply questions to be answered.

1. Is the market large enough to be profitable?

A market doesn't need to be huge, but it does need to be big enough to make a good living from so being specific is important, but not so much that there are too few customers to choose from.

2. Is the market too large to target?

Sounds weird I know, but think about it; if everyone falls into your net then it's too hard to work out who you are targeting. In other words, "people who want to lose weight" isn't a niche. "Vegetarian women who want to lose weight" is a much clearer market.

3. Do they ALREADY spend money on their issue?

Asking someone to buy something they have never thought necessary to spend money on before is a hard ask. It's always easier to say "hey, you were spending your money on this, but it's not working. Why don't try our solution? It's better because..."

If the person that you are targeting doesn't match these 3 points for their concern then go back to step one. Choose a new customer or a new issue.

SECRET SAUCE

Does something make you special? I'm not talking about some cheesy gimmick, I'm talking about something that makes your product or service a better solution than the other options out there.

Often, having your own special way of doing things is a great start and it can become an important feature of your sales presentation.

SECTION 2 – SALES

Now that you have put the business idea together, it's time to start working out how to sell it.

This isn't actually selling it though, it's about getting the bits in place so that it is possible to sell it. I point that out because people get stuck in the idea that they need to jump right into selling. But NO, you need to have a plan, then work the plan.

SOLUTION TO THEIR PROBLEM

Earlier, we worked out what customer's issue is so here we design a solution to help them.

I'm not talking about a fancy expensive thing, I'm talking about something small that you can give them that will help them to solve their problem and begin to see your business as a leader in that area.

This document you are reading is an example of that. I am assuming that you have probably looked at a pile of marketing things before, but found that they just don't quite fit together. There seems to be no order and so either you don't know where to start, or when you start it just doesn't work. This simple document is designed to help you solve that problem.

You should create something similar for your business. Something that solves an important issue for the customer, that leads DIRECTLY to your main services.

SIMPLE, SIMPLE, SIMPLE

People don't want complex solutions, they want simple and fast. So remember that solution you designed? Make sure it can be read cover to cover in under 10 minutes.

Yes, people may need help, but the document isn't about solving every issue, it's about lighting the path and being there to help if more is needed in future.

SCARCITY

In ANY offer scarcity is helpful. But I'm not talking about fake BS scarcity. Dishonest scarcity is often damaging, so steer clear of that (in other words if you say that prices will go up in a month, then they must go up in a month otherwise you lose credibility).

Scarcity can mean a few things though. Yes, it could mean that the offer will close soon, but it can also be about the problems that would happen if they didn't get on board now. Maybe if they continue without your help things will continue to be bad, or even get worse.

These points are important to talk about, they remind people to take action now, which is in everyone's best interest.

SALES FUNNEL

What's the point of all this? To put them into your sales funnel. Quite simply it's about putting them in a list that you can follow up via phone, email, post or whatever method you deem appropriate.

Sales rarely happen in the first meeting. In fact they rarely happen in the 2nd, 3rd or 4th contact. Sales are more and more about relationships, and that means a structured solid follow up approach.

SECTION 3 – START

Now you have a great idea, solid plan and ready to go sales process. So it's time to start bringing in the visitors.

All too often people start in this area, but imagine that you had a furniture store and you opened the shop before you installed a cash register? Or hired any sales reps? Crazy! So don't do this online either, build the system, THEN open the door.

SOURCES FOR TRAFFIC

Pick a single source for traffic to start, and there is no simple right or wrong answer, it really depends on your business.

Some choices include

- SEO – search engine optimization
- Social Media – Facebook, Twitter and more
- Content Marketing – Writing great content and then sharing it
- PPC – Pay per click advertising

Not sure which is best? Just have a chat with us and we can help guide you because it's largely down to your industry, budget and skills.

SCIENCE OF IMPROVEMENT

You can't improve something that doesn't exist, so don't try to build something perfect to get started.

Done is better than perfect, but once it's all done you can use a variety of methods to systematically improve every aspect of your business from split testing ads to running multiple offers. You can even split test offer pages to make sure that you are choosing the right colors, images and calls to action!

CONCLUSION

I hope that you have found this guide useful, and hopefully it has isolated a few issues within your own marketing and sales activities.

If you would like to see how we would increase your business success just drop us a line at support@effortlessweb.com.au