

Ep 45: Getting More Customers to Choose Your Business

A Tactical Approach to Setting Yourself Apart



- Create tangible, sellable packages that increase the value of your products and services.
 - Many businesses offer their products and services in terms of lists. This says what you do, but nothing about the impact you plan to generate.
 - You need to find a better way to differentiate than simply claiming to be the "best". Your competitors also have similar claims. Create tangible, sellable packages that increase the value of your products and services. You must first identify a key pain point for your customer where you are solving a problem. We call this "the flagship". Then create other offerings around the flagship that reinforce your Brand-Love connection that you alone own.
- Be visible and convenient.
 - Fish where the fish are. In terms of your marketing strategy and also as part of the industry you are in and the community your business serves.
 - If you are a local business, actively participate in local activities and join your local chamber. Attend and network at industry events, be on the planning committee or offer to speak/train. This builds your reputation as a thought leader.
 - Offer webinars, trainings, etc. Many businesses are outsourcing customer service. Having a convenient, frictionless ways for customers to get a hold of someone who can help will set you apart from your competition.
- Have a regimented lead vetting process.
 - Marketing gets your leads, but the deals are made in the follow-up. You need to have a process that is automatic, consistent and trackable.
 - Use sample scripts and suggested channels. Make it clear in the subject line how you know the person to avoid being relegated to spam.
 - Offer something of value in each exchange. Don't just ask for the business. FrP value drivers:
 - Quick thought on something of immediate value.
 - Direct to a podcast or blog post we think could be helpful.
 - Offer a free consult or "friends/family" promo discount. Base the investment and value on the opportunity.
 - Maintain the appropriate frequency of reconnects.
- Unexpected acts of appreciation..
 - Go above and beyond in unexpected ways that drive loyalty and encourages sharing. This works not because you do it for everyone, but because you do it enough for some and they share.

Areas to address immediately are:

1. _____

2. _____

3. _____

Action Plan:

Action	Timing	Progress	Complete