THE CHEAT SHEET

Market

avatar
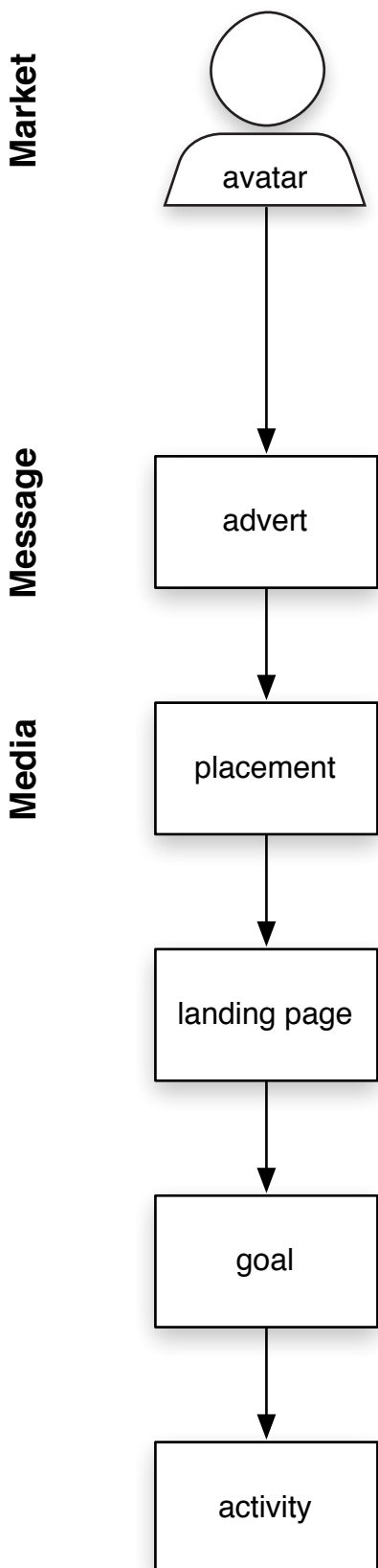
Customer Avatar
Break your customers down into specific groups.
We'll be creating one page per group. Consider:
- gender / income / occupation / geography
- hobbies / interests / sports
- books read / magazines / newspaper / TV progs
- kids / family / single / married / divorced
- holidays / car
  - = silver / gold / platinum customer?
- what need / desire are they fulfilling?
  (think drill / hole / hang picture / decorate / appreciate)
- how far along the purchase process?

Message

advert

Key Message
What's the key message to place in front of this audience?
Consider:
- pain points
- needs / desires
- fears

Media

placement

Placement
What's the best way to place this message in front of this
audience? Consider:
- Google Adwords
- FB ad
- YouTube
- organic search
- LinkedIn ad
- other people's lists

landing page

Destination
Persuade your visitors you're the best solution to their issue:
- AIDA (attention / interest / desire / action)
- identify pain / establish credentials / product / offer
- trust (awards / associations / as seen on / testimonials)

goal

Call to Action
What's the one thing you want this visitor to do?
- phone / visit
- join / subscribe
- lead bait
- buy / book / reserve
- vote
- trip wire

activity

Product / Service
What will you sell as a consequence?
- product / service
- auto-responder recipient
- lead bait
- sale to make a customer
- consultation
- info product