

Market: Customer Avatar

Watch video "1. Creating customer avatars"

You know that not all your customers buy the same thing. Why is that? Can you identify what it is about a customer that buys your platinum product or service?

1. Describe your customer avatar's attributes:

- gender / income / occupation / geography
- hobbies / interests / sports
- books read / magazines / newspaper / TV progs
- kids / family / single / married / divorced
- holidays / car

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2. Describe what drives them to buy:

- are they driven by pain (moving away from something)
- or desire (moving towards something)
- describe that in detail - think in terms of emotion
- keep asking 'why is that important to them?'
- how far along the purchase process are they?

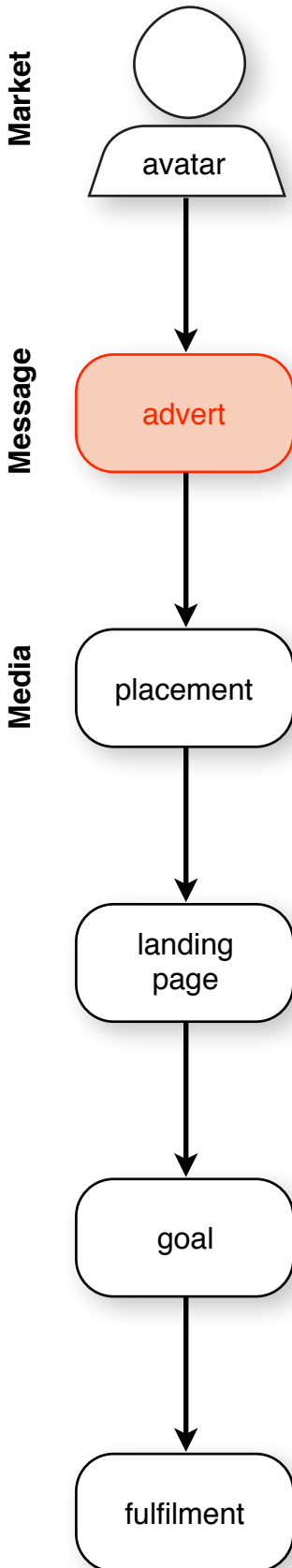
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Message: Key Message

Watch video "2. Designing your Message"

This is essentially an advert

What's the key message to place in front of this customer? Think in terms of emotion, fear or desire:

- what pain are they experiencing that you can stop?
- what do they fear that you can guarantee to prevent?
- how do they want to feel as a result of using your product / service?

1. Write 10 attention grabbing and relevant headlines:

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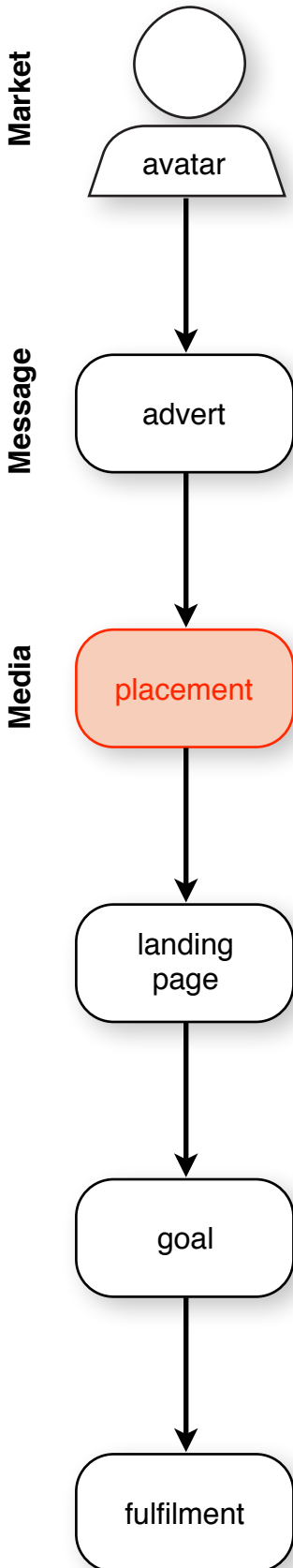
2. Sum up emotions / fears / pain in 70 characters:

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Media: Placement

Watch video "3. Placing your message"

Where is the best place to have your advert? Where does that customer hang out? Which advertising option gives you the ability to directly access them?

This need not be a single source. You could (and should) have multiple adverts across different platforms.

- Google Adwords
- Google display ads
- Google shopping
- Facebook page / ad
- YouTube video / ad
- Google+
- etc

1. Where will you place your first advert?

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2. How will you select the audience?

- keywords (search term they've used)?
- interests / hobbies
- books read / magazines / tv shows
- pages they've liked?

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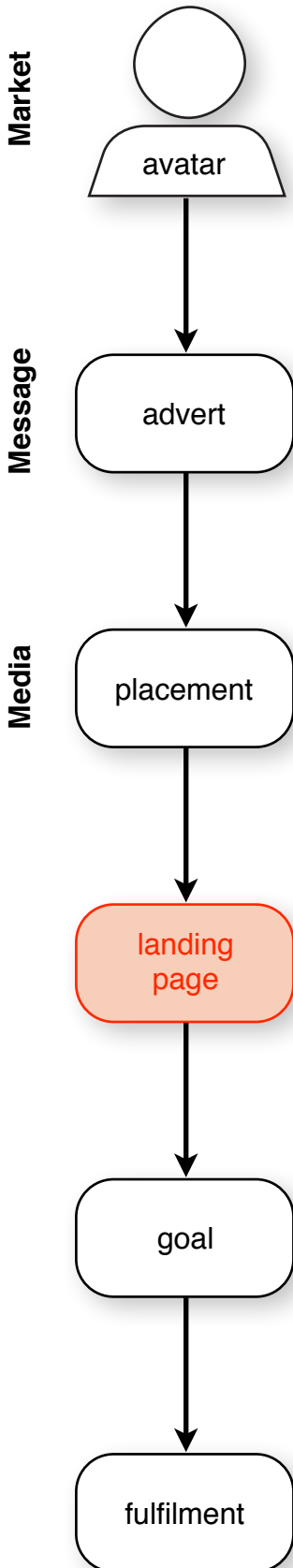
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Landing Page

Watch video "4. Writing your landing page copy"

1. Describe the customer and their desires / frustrations / pain in bullet points ready to write up later:

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2. Tell them your story; you background / professional experience / personal experience / epiphany. Why are you uniquely qualified to help them? (bullet points to write up later)

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3. Select a short, pithy testimonial that backs up this statement:

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4. Your product / service / lead bait / tripwire. Create desire; describe how the customer will feel once they have bought from you. Make them feel safe / important / special. (Bullets)

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5. People don't like making decisions. Apply pressure with a limited offer:

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6. What do they do now? What's the next step to purchase? Your call to action:

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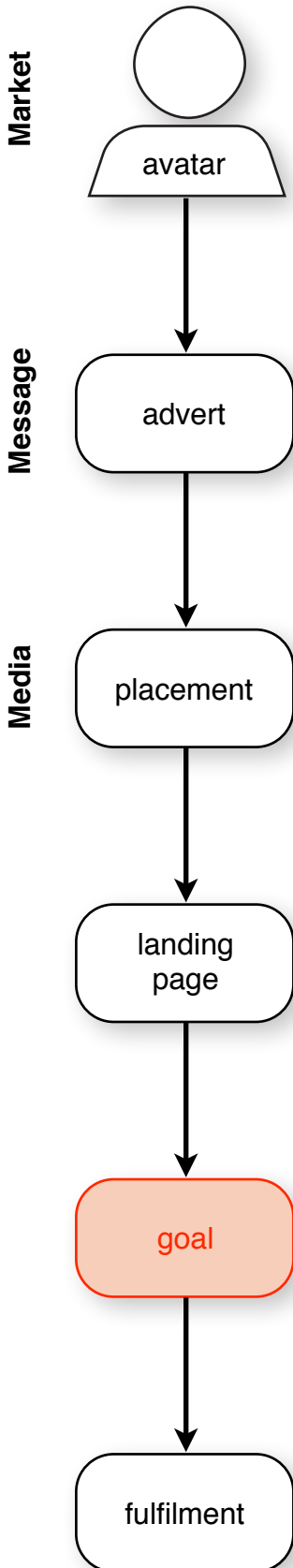
7. Select a short, pithy testimonial from a customer who has bought the same product and has achieved everything described in (4) above.

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Goal

Watch video "5. Call to action"

What's the one thing you want this visitor to do?

- phone / visit
- join / subscribe
- take lead bait
- buy / book / reserve
- download
- vote
- make a trip wire purchase

1. Describe the call to action in your vocabulary:

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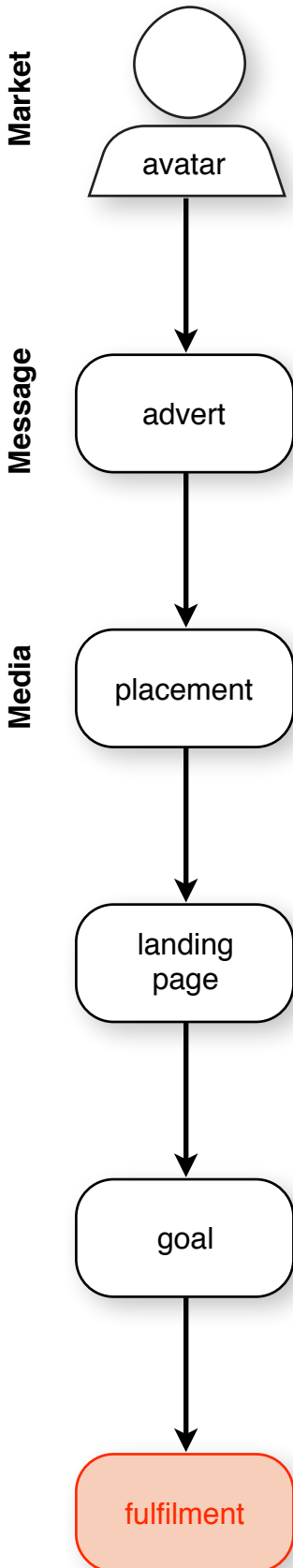
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2. Now write a call to action in the customer's language, taking into account the feelings described in Landing Page point 4:

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Fulfilment

Watch video "6. Doing your bit"

What happens now?

- deliver a principal service / product?
- add visitor to an autoresponder?
- deliver a trip wire product / service?
- free report?

1. Describe the next step:

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2. How will you set the customer's expectation?

Your customer needs to be absolutely clear what happens next. This needs to be done on the response page of your website if you have not included it in your offer (Landing Page step 4).

- we'll be in touch in the next 24 hours
- your download link has been emailed to you
- your xyz will be delivered by first class mail in the next 3 working days

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3. What do you have to do now?

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