

SELL MORE PRODUCTS ONLINE STEP THREE WHERE TO FIND CUSTOMERS

PART 1



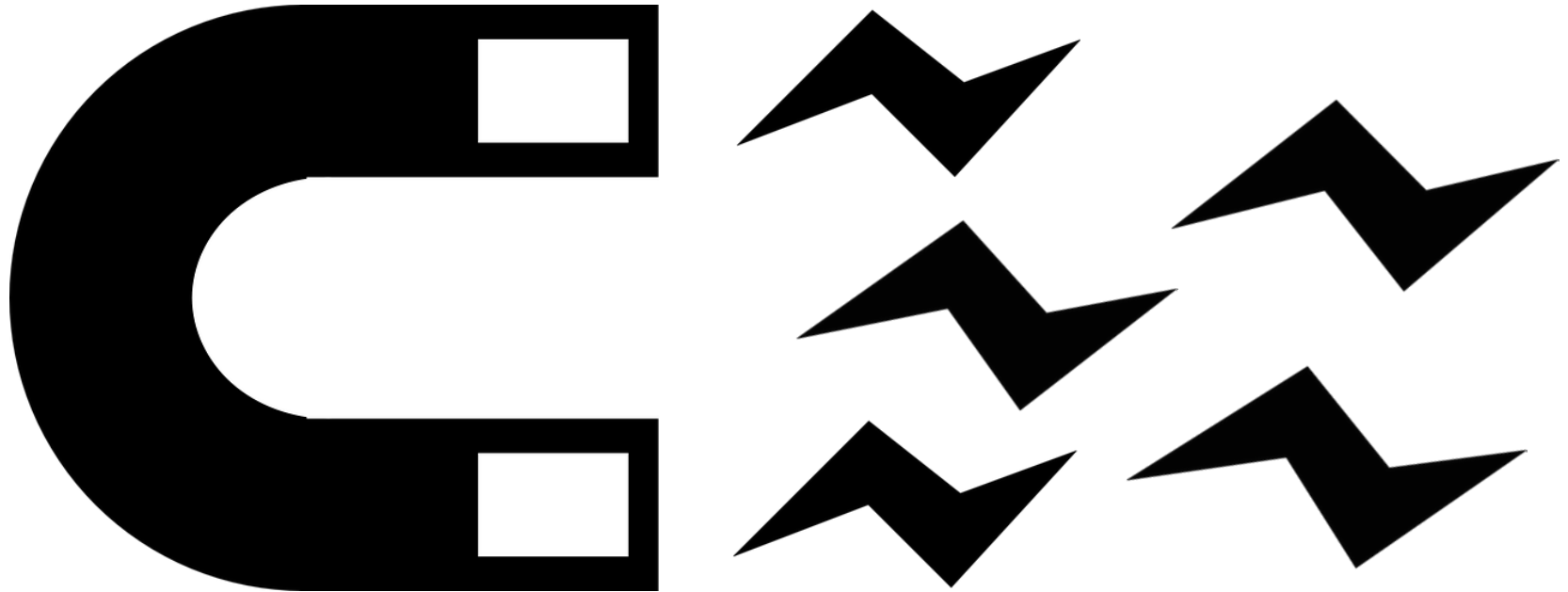
jane hamill



FIND YOUR CUSTOMER



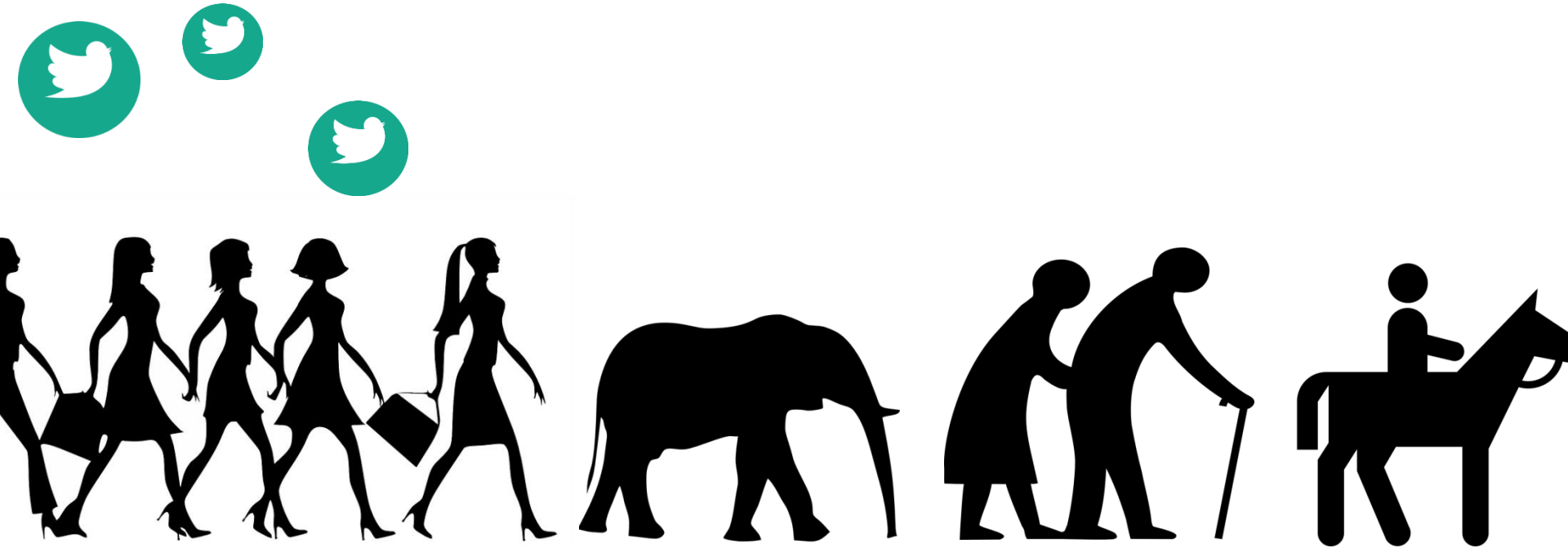
FIND + ATTRACT



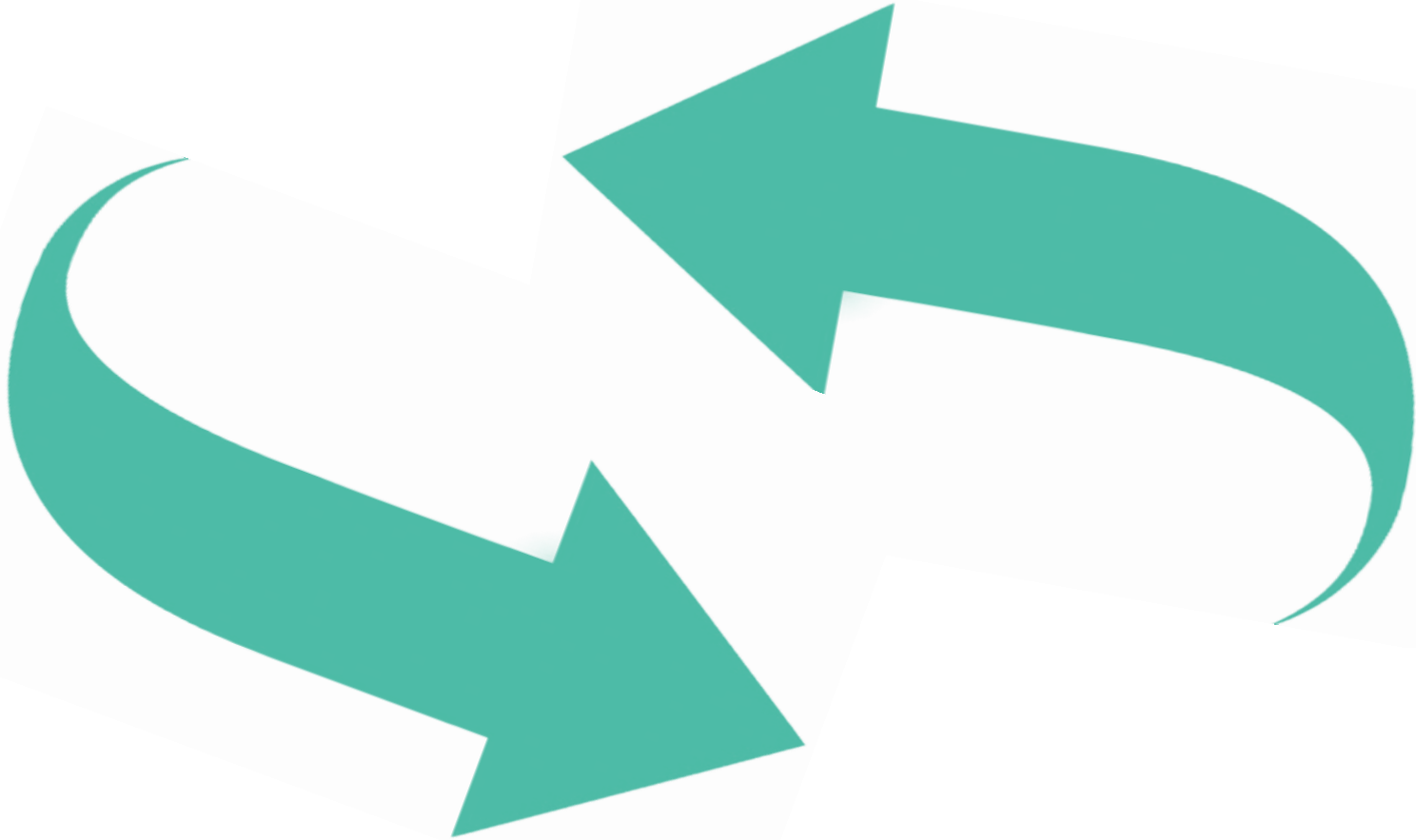
YOU ARE THE FLOWER THAT ATTRACTS THE BEES



PUT OUT THE CONTENT



BUT... HOW TO YOU KNOW WHERE TO PUT YOUR CONTENT? THAT'S WHAT WE'LL DO TODAY...



STEP THREE: WHERE TO FIND CUSTOMERS

What we'll cover in Step Three

- Imperfect action
- You're NOT "falling behind"
- This is a process – everyone has their own pace
- Finding customers offline (regular world)
- 3 strategies that have worked GREAT for me and my clients
- Finding customers online
- How to know what social media your ideal customer use
- Examples and resources

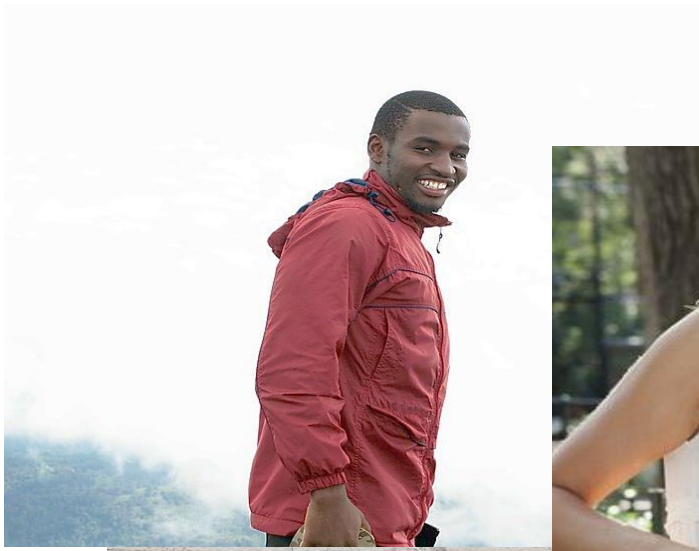


STEP THREE: WHERE TO FIND CUSTOMERS

What we'll cover in Step Three

- Choosing what social media to focus on
- Start small – you can't do it all
- OPC – other people's customers
- PING-ing as a Strategy
- Get known for something
- Your own platform
- Your blog (an intro)
- Optimizing your online presence
- Your assignment for the next 3 weeks
- Your action plan





FINDING CUSTOMERS OFFLINE – REAL WORLD



STEP THREE: WHERE TO FIND CUSTOMERS

3 things...

- The Who
- Fancy health club
- Stop being shy (and stop handing our business cards)



GET THEIR INFO, DON'T HAND OUT CARDS

EXAMPLE: “I like your earrings”...

- “Oh thanks! I’m actually the designer and I have a business making these and _____ (whatever else you produce). I’m actually having a sale right now (or insert... *having a trunk show soon* or whatever’s coming up) and would love to invite you.”
- “Shall I add you to my list?”
- “Thanks! Wow, it’s so cool you say that because I designed them. They must be striking a chord because every week I’m selling another few pair right off my body!”
- Then the potential customer knows they’re for sale



STEP THREE

3) Get back in touch

- Old school
- Former customers
- Jane's blanket business
- How I use this NOW



FINDING CUSTOMERS ONLINE



HOW DO I KNOW WHAT SOCIAL MEDIA PLATFORMS MY IDEAL CUSTOMER IS USING?

- Ask them
- Your competition
- Check the data

Instagram Demographics

Among internet users, the % who use Instagram

	Internet users
Total	28%
Men	24
Women	31
White, Non-Hispanic	21
Black, Non-Hispanic (n=85)	47
Hispanic	38
18-29	55
30-49	28
50-64	11
65+	4
High school grad or less	25
Some college	32
College+	26
Less than \$30,000/yr	26
\$30,000-\$49,999	27
\$50,000-\$74,999	30
\$75,000+	26
Urban	32
Suburban	28
Rural	18

Source: Pew Research Center, March 17-April 12, 2015.

PEW RESEARCH CENTER



GRAB YOUR WORKBOOK FOR STEP THREE

STEP THREE
WHERE TO FIND CUSTOMERS

SMPO

SELL MORE PRODUCTS ONLINE

