

STEP THREE

WHERE TO FIND CUSTOMERS

The logo consists of the letters 'SMPPO' in a bold, sans-serif font. The letters are bright yellow and are set against a dark gray rectangular background.

SELL MORE PRODUCTS ONLINE

Imperfect Action

Keep moving forward

Don't let fear keep you stuck

Use the forum and the community available to you!!!

Where to Find Customers

Consider the 2 main places to find customers, online and offline. Offline is anything in the “regular” world.

Finding customers offline

1. Figure out “The Who”. We’ve been working on this in this course so you’re ahead of the game here.

Determining your ideal customer – who you really want to buy your product – is trickier than it seems. Many of us start out thinking, “Anyone with money sounds good to me”. But the truth is that’s pretty lazy. It’s natural to start out with our family and friends but the problem arises when these people cannot actually afford to buy – they can only give compliments.

After we exhaust our inner circle, we get stuck. For instance, a designer came to me a few weeks ago and said she was having trouble finding her customer. She makes luxury handbags and told me she has NO IDEA where to find her customer because she and her friends can’t really afford her product. So I asked her,

- What have you done to research your audience? Have you emailed a few people?
- Have you met with any retail buyers in your niche to see what’s happening in the market?
- Have you offered to take a key influencer in your niche out to coffee or book them for 15 minutes on the phone?
- Have you stopped by boutiques and department stores and talked to the salespeople?
- Do you know what blogs your ideal customer reads and who they follow on Social Media?

The answer was no.

There are 3 strategies that have worked GREAT for me and for many, many clients.

a) Join a “fancy” health club in your area. When you go to the same yoga class 3x a week with the same people, you become friends. They want to know what you do. They want to buy from you and they have the means. This will pay back *waaaaaay* more than the membership fee. (*Jane’s tennis story*).

b) Get a part-time job IN FRONT of your ideal customer. Another client was selling \$900 dresses and had NO IDEA how to find these people or what their lives were like. So I suggested she get a part-time job in a high-end store. Mind you, I suggest this all the time but most people are too lazy / entitled / “busy” / proud – whatever it is – to actually do it. Well this one did it (every Saturday) and she learned SO MUCH about her customer. She became friendly with the shoppers as well as the other salespeople. She ended up selling her line to this store as well as truly understanding the wealthy clientele. She also booked Trunk Shows and Home Parties through the people she met via her job.



Then there was the bridal designer client who got a job at the front desk of the Dailey Method...Bam! Brides galore.

c) Invest in attending events where you know they're hanging out. Jane's 2 specific examples – pool party for swimwear designer, and Martha Stewart event.

2. Stop being shy (and stop handing out business cards). For example, let's say you're out and someone compliments your earrings, which you made and want to sell. Most people say, "Oh thanks, that's so sweet". Maybe we even hand them a card (though 95% of people will do nothing with this card. You know that, right?). It should be on YOU, the entrepreneur, to take the lead. We often feel uncomfortable "promoting" ourselves but it's necessary. Here's how to do it:

"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.

This can work for you even if you don't have a product you can wear. When you meet someone new, inevitably they ask you what you do. If you make soaps or gift items, show them your work (on a postcard perhaps). If you get the feeling they like it, use the same techniques above – don't just hand them your card and walk away.

3. Get back in touch. This is definitely an old-school strategy that always works. I absolutely LOVE Internet Marketing, Facebook, Twitter – all of it - and they are important for most businesses. I also know that if you want paying customers NOW, you might need to get on the phone. So I suggest you get in touch with 6 former customers TODAY (If you don't have any customers yet, you can still do this with your ideal prospects). You could send an email instead of using the phone but it's not always as effective.

When you pick up the phone to call each one personally, anything can happen. I CANNOT TELL you how many baby blankets I sold (I had that business after my clothing line/boutique, before consulting) just by calling the "purchaser" to see if the gift they bought worked for their friend. People were thrilled that I thought of them, gave feedback on the product and the buying experience, and often ordered more. Plus, it was a blast to talk to them.

If your call goes to voicemail, say something like this. "Hi Mary, I was reminded of you when I watched Wimbledon a few weeks ago and hope your summer's been great and your backhand is lookin' good. Just checking in with you because we have a new cuff that goes with the necklace you got in May. They're perfect together and flying out the door! If you want me to send you a pic, just text or call me – or email me at _____. You can also go to my site and search _____ to pull up the new photo. Have a great day!"

Get in touch with 6 previous customers. *Who ya gonna call???*

- 1.
- 2.



- 3.
- 4.
- 5.
- 6.

Finding customers online

You need to get involved and dedicate some time to research. Get a feel for where your ideal customers are hanging out online BEFORE you think about inviting them to be your followers and/customers. What Facebook Pages do they like? Who do they follow on Twitter? Pinterest? Instagram?

NOTE: You don't have to be the one to do all this research! (What can I NOT do?)

You can get an intern to help or hire a researcher on Upwork (<https://www.upwork.com/>) or Fiverr (<https://www.fiverr.com/>). Delegate and outsource as much as you can!

Your assignment for now is to follow these people/brands and listen, comment, LIKE, and share. Get to know who's out there in your "space". That's all.

I recommend you spend about 2 -3 hours this week doing this research. If you only want to do Facebook, fine. If you want to do only Pinterest, fine! Just pick the platform you like and **you know that your ideal customers use** (more info on that below).

List here the people and brands you feel your ideal customer follows on social media:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.



How do I know what platforms my ideal customer uses?

The first way is to ask them or research them. If you're surveying your customers (or prospects if you're a startup), include a question about where they spend the most time online.

You can also take a look at your #1 competitor's social media and see what platforms they use the most. Look for engagement, not just # of followers. You can also look at the actual people who follow your competitors. And yes, this may feel like stalking just a tad. But it's useful too. Take a look at their followers' profiles and see if they make sense for you.

NOTE: If you do the competitor research, don't assume they are spending time on social media platforms that are actually WORKING for them to drive sales... Sometimes a business owner just likes a certain channel, even if it's not really working! So take it with a grain of salt...

Check the data, look at the numbers

1. Article to see the basics about what demographic uses what social media platform:

<https://blog.hootsuite.com/top-social-media-sites-matter-to-marketers/>

2. GREAT place to look at demo by gender, age, and race:

<http://www.pewinternet.org/2015/08/19/the-demographics-of-social-media-users/>

Instagram Demographics	
<i>Among internet users, the % who use Instagram</i>	
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	

3. Active users by age:

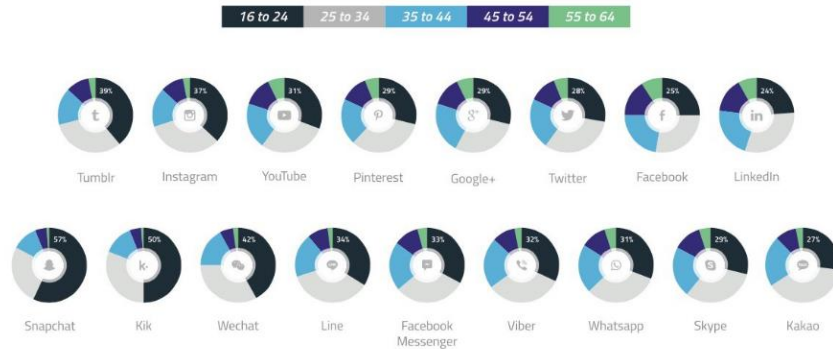
<http://www.smartinsights.com/social-media-marketing/social-media-strategy/new-global-social-media-research/attachment/demographic-use-of-social-networks-age-and-gender/>



Demographic use of social networks – age and gender

PUBLISHED ON APRIL 27, 2015 BY DAVE CHAFFEY FULL SIZE IS 1174 x 695 PIXELS

Chart 26: ACTIVE USERS OF THE TOP SOCIAL PLATFORMS AND MESSAGING TOOLS, BY AGE



Question: Which of the following services have you used or contributed to in the past month using any type of device? e.g. PC/laptop, mobile phone, tablet, etc. / Which of the following mobile/tablet applications have you used in the past month? (on any device) / Source: GlobalWebIndex Q4 2014 / Base: Active social network and active app users aged 16-64, exc. China

Examples and resources

1. Check out ISSUU to find niche publications

Kansas City Gardener – you could run ad or better yet, offer to write an article

https://issuu.com/thekansascitygardener/docs/kcg_oct16_issue

Chicago Yoga – offer to write an article

<https://issuu.com/search?q=yoga+chicago>

2. Great article on Shopify

“How I Built an Online T-Shirt Business and Made \$1,248.90 in 3 Weeks” Find the full article [here](#).

He used Reddit for research, commenting, and to get involved in his niche’s community.

In his research, he found the “Top Dog Specific Subreddits”

- <http://www.reddit.com/r/labrador/>
- <http://www.reddit.com/r/germanshepherds>
- <http://www.reddit.com/r/beagle/>
- <http://www.reddit.com/r/Bulldogs/>
- <http://www.reddit.com/r/Rottweiler/>
- <http://www.reddit.com/r/pugs/>
- <https://www.reddit.com/r/dogpictures/>

3. Pinterest Example: The highest referral traffic comes to *Real Men Real Style* from Pinterest (he also gets 5K in sponsorship per YouTube video so there’s another bonus to building an audience!)



Website: <http://www.realmenrealstyle.com/>

Pinterest: <https://www.pinterest.com/rmrstyle/real-men-real-style/>

4: Niche Websites and Facebook Groups (and LinkedIn - *sometimes*)

Use Facebook's "Discover" feature to find groups:

<https://www.facebook.com/groups/?category=discover>

Examples...

FB Running Group: <https://www.facebook.com/groups/ayearofrunning/>

Mom runners: <http://momsrunthistown.com/>

Do your research!! Google it up → "best Facebook Groups for women runners"

How to choose what social media platforms to focus on

Don't worry about ALL the platforms out here. Start with one or two. Decide where to spend your time and focus based on 2 things.

- 1) Where your customers hang out
- 2) What you LIKE and will actually DO
- 3) Where can you provide unique value / perspective beyond what anyone else is already doing?

If you realize your customers spend the most time on Instagram and Facebook and you absolutely HATE Facebook, then skip it for now. Start with Instagram, get good at it, and add more platforms over time.

FOCUS. Start small and get GREAT at one platform (or 2) and then add on as you go.

*"Don't hop on every single social media platform. Figure out where your target audience spends their time and **if that platform works with your product or service.**
It's **better to be amazing at one or two social platforms** than suck on five or six."*

- Peg Fitzpatrick, Author & Social Media Strategist (via the Shopify blog)

For instance, I have someone do my Instagram for me (I pay \$15 per hour) because I don't want to spend time there, I don't really like it, and I can't see how to monetize it yet. I feel like it's worth having a presence on IG - it's still growing and has very high engagement from users - so I outsource it. Problem solved.



OPC – Other People’s Customers

There are other businesses and people who serve the same clientele you do. I’m talking about your INDIRECT competition, not a brand that sells the same product as you.

For instance, if you sell dresses, it could be a brand that sells shoes, jewelry, skin care, accessories. It could also be a charity or a local business, such as a salon or restaurant.

To further understand your indirect competition, ask yourself this question.

“If my ideal customer wakes up today with \$100 in his/her pocket today and is NOT going to spend it on my product category, where will he/she spend it?”

Be specific! Who do your customers do business with on a regular basis? Who has a list of your ideal customers already? I encourage you to think of smaller brands, ones that are small enough to care if you re-tweet and re-gram their stuff, but big enough to have an audience. List them here:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

PING-ing as a Strategy

After you figure out where your customers “hang out”, spend some time there!

- 10 minutes a day
- Could be emails, notes, commenting on Instagram, blog comments, etc.
- If you’re pinging on blogs, Facebook, or Instagram, it’s not enough to just LIKE something, you want to be commenting and adding to the conversation



Watch the PINGing video now.

The Podcast episode mentioned in the video:

mywifequitherjob.com/influencer-marketing-emmanuel-eleyae

Get known for something

It's a great strategy to get known for doing ONE product very well. Become a MASTER at it before you become a lifestyle brand. When it comes to marketing, it's the same thing.

You can become an expert in your niche, the go-to person on your topic. Your site/blog can be the go-to place for info on your specific topic – even if you don't create YOURSELF as the expert.

The key is this...You want to be known for something other than just your product. Your content can send this message.

WHAT COMES EASIEST to you is often the BEST. Example: how to pack for a long weekend in one bag. "Everyone knows how to do that." No, everyone does NOT, it's easy for you but not for Jane. Don't de-value something just because it comes naturally for you.

Examples

Product: aprons. Expert: Stress-free entertaining – "5 Simple Tips to Take the Stress out of Your 4th of July Party"

Product: costume jewelry. Expert: How to be stylish without being a fashion victim – "The 3 Hottest Necklines for Fall and How to Pick the Right Necklace For Each One"

Product: women's button down tailored shirts. Expert: the 30 something working gal's lifestyle – "Never Be Late Again: the 3 Step Process to Cure the Late Problem Forever"

Your Assignment:

In our NEXT STEP we'll go deeper into what to say and how often to blog and email. For now, I want you to think about what questions people ask you the most:

- What advice do customers come to you for?
- Are people always asking you about your process or behind-the-scenes info?
- Are you the go-to person among your friends for certain topics? Style advice? Decorating? Parenting tips?

List here common questions you get:



Continue brainstorming! I can create myself as the expert in **this area**:

Your own platform

Consider social media – you don’t own those names, you are renting that space. You need a home base for YOUR voice, your message, your product. A place for people to come together. A community of like-minded people.

Based around the **lifestyle** of your customer, not around a product.

FB posts are gone in a week if you are LUCKY – many times hours. Same for Twitter, Instagram, Snapchat, etc.

Remember, FB shut Jane’s page DOWN for no reason with NO warning (then they restored it 3 days later for no reason, no warning).

Also, social media platforms come and go and they CHANGE constantly. Facebook is pay-to-play and that’s FINE if you were already taking people from FB to your blog and getting them on your list. That SUCKS if you were using FB as your only tool.

Your Blog

This is your home base

Why you need a blog

SEO

All roads lead to your website

You need to give them a reason to come to your site besides BUY MY STUFF

Examples... Ikea has the restaurant, free coffee before the store opens. Barnes and Noble has the café

You have a blog not just for SEO – it’s for the relationship you build with your ideal customer. It’s where people can “hang out” before (and after) they are ready to buy.



Consistency = top of mind

Your blog does not need to be a typical “article” blog. It can be weekly or bi-monthly videos or heavily picture based with very little text. The focus is on the lifestyle of your customer – the format of this content is up to you.

In the next step, we’ll create **your SIMPLE content strategy**. Something that’s DO-able and fun for you, that your ideal clients will respond to, and that will help convert lookers into buyers. For now, please stay focused on finding your customers, and we’ll GET THEM OVER to your site in the next module, OK?

Optimizing your social media and your website to increase conversions

Stay up to date and cover all the basics! Check your social media profiles (and Pages) and fill out EVERYTHING. Add links, descriptions, etc. Do the same for your website on the Contact Us page.

Your Website:

Facebook:

Instagram:

Twitter:

Pinterest:

Snapchat:

YouTube:

Your Assignment

As usual, watch the videos; fill out this Workbook, etc. Also...

In the next 3 weeks, I want you to **find 2 networking opportunities** to get yourself in front of your ideal customers.

Ideally, these are events you can physically attend, not online. For instance, a meetup, conference, seminar, shopping event, class, church event, party, etc. Amazing things happen when you meet people in-person.



Ask around, do your research. Get out of the house!! Commit to 2 things and list them here.

1.

2.

Action Plan

Take 15 minutes right now and write down your next steps. Be as specific as possible.

After each task, write down WHO is going to do it? Is it something that can be outsourced or delegated?

After you write down your action steps, grab your calendar and find a time and date for EACH activity (even if it's 3 months from now).

Remember to always ask yourself... ***"What can I NOT do?"***

1)

2)

3)

4)

5)

6)

7)

Step Three Checklist

- ☐ Imperfect Action
- ☐ Finding your customer “offline”
- ☐ Finding your customer online
- ☐ How to know what platforms my ideal customer uses
- ☐ Research demographics of different social media platforms
- ☐ Examples and Resources
- ☐ Choose 1 or 2 social media platforms to focus on – that’s it
- ☐ Give yourself permission to NOT do it all
- ☐ OPC – other people’s customers
- ☐ Ping-ing as a strategy
- ☐ Get known for something
- ☐ Why you need your own platform
- ☐ Your blog
- ☐ Optimizing your social media platforms and website
- ☐ Your assignment: 2 networking opportunities (not online) in the next 3 weeks
- ☐ Action plan for this Step

