

STEP ONE: YOUR WHO

SMPPO

“SELL MORE PRODUCTS ONLINE”

Your Creative Idea

Remember when you first started your business? Most of us start because we have a need for something we cannot find – an itch we need to scratch.

What excited you about your original idea?

What was the itch you needed to scratch?

What excites you about it NOW? Why do you STAY in your business?

How and why has your business evolved?

Is there a movement or mission behind your business?

Do you believe that when someone uses your product (wears your clothes, burps their baby with your cloth, uses the pillow you made, etc.) that it enriches their lives in some way?

How?

Does your product make people happy in some small way? Does it solve a “problem” for them? Explain...

Now, look back to emails or comments left about your product or about working with you. Find testimonials / referrals / kind words and put them in a special spot so you can refer to it when you need motivation.

→ If you don't have any customers yet, time-travel 1 year from now and write down 3 SPECIFIC comments you'd like to see about your product or working with you.



The 3 Step Business Assessment

1) Profit Places

Where's the money coming from? Where will it come from in the future? A "profit place" is anywhere money flows into your business. In the beginning, you may have only one profit center, like selling wholesale. As you grow you will likely have a few profit places. The key is to know what you WANT and keep it simple.

Current profit places:

- 1)
- 2)
- 3)
- 4)
- 5)

Potential profit places:

- 1)
- 2)
- 3)
- 4)
- 5)

*Download the 3 Excel files for this section and fill them out.

1. Profit Places: Example
2. Profit Places: Current Year
3. Profit Places: Goals / Next Year

The #1 thing to track is sales. However, assuming that all sales are profitable would be a grave mistake. Sales do NOT equal profits. Plenty of businesses have gone under not because they didn't sell enough, but because they didn't have any money left over!

SALES ≠ PROFIT



After you fill out your Profit Places handouts, dive into which of your profit places are the most PROFITABLE. List them here.

Which product category is most profitable for you? For instance, you could sell tons of pants at break-even but it's the dress sales that keep your business afloat. You need to know your numbers.

List here the TRUTH about where profits are coming from.

The 3 Step Business Assessment

#2) Tracking: Know Your Numbers

HANDOUT – “6 Month Tracking Sheet for Marketing & Sales”

As I mentioned above, the main metric is SALES. That said, it's useful to know your other numbers. You have a Handout for important metrics.

*Download your Handout: 6 Month Tracking Sheet for Marketing and Sales

IMPORTANT NOTE: You do NOT need to be using all the platforms listed on the sheet!! I always suggest you start with 1 or 2. This is just a list to get you started.

And remember, less is more. Do a few things **well, and consistently**, for best results.

Repeat after me... “What Can I NOT Do?”

The 3 Step Business Assessment

#3) Grade Your Customers

We want to think about the “perfect” person to buy your products. This is your IDEAL CUSTOMER

Your Ideal Customer

There are certain things that make up an ideal customer – for ANY niche.

- Someone you enjoy working with
- Someone whose life is just a little better for buying your product (those you help)
- Those that can be easily identified and contacted – you know where to find them, they are an “obvious” group
- Those who understand what your product's worth and can afford it
- Those who tell others about your product and how much they love it



Let's look at your current and past customers and grade them.

List some of your current and past customers and "grade" them according to the list above. Please feel free to add your own specific criteria to this list.

Name of customer: Their "grade" (A, B, C, D or F)

1)

2)

3)

4)

5)

6)

7)

8)

9)

10)

Now it's time to look for common denominators.

What do your A and B customers have in common?

Who are they? What segment of the population? Where did you find them? (You may start to notice that most of them were referred by the same person, same social media site, same events, etc...)



What are the main “problems” and issues they have surrounding your product category that your product can fix? i.e. “I can never find _____” but your product fills their need.

How does *what you do* benefit the customer?? What’s the *benefit* of the benefit?

What could you do **right now** to help these customers and get them out of their current situation (I can’t find...) into a better situation? What action steps can you take?

Sample email to send to current customers (fact finding)

Dear Current Customer,

I’m working on growing my customer list and I realize that I’d love to be working with people just like YOU! (you can describe what about them makes them the ideal customer – it’s OK to flatter them a bit)

I have 4 quick questions for you:

- What associations or groups do you belong to or feel others like you belong to?
- Do you attend any annual meetings or conferences?
- How about occasional seminars?
- Where do you suggest I find more people like you?

I really appreciate you taking the time to email me back with these 4 answers and thanks in advance!

Sincerely,
Your name

What if I don’t have any customers yet?

If you’re just starting out, do some research. Book some “ideal customers” for coffee or a phone call and ask them what “problems” they are having, what products they wish they could buy but cannot find in the marketplace. You can also send out a survey and ask people to forward it and spread the word about it.

NOTE: If you send a survey, promise them they will get the results. It increases the % who take the survey.



Buyer Persona

HANDOUTS: Buyer Persona TEMPLATE and EXAMPLES

Remember: You're doing your Persona about a REAL person. Someone you actually know, know OF, or know exists in real-life. Not a compilation of 4 people.

“A woman walks into yoga class...” exercise

What would your “perfect” person say as they sat down next to you? How would they describe what they're looking for – your product? Be as specific as possible.

“I’m so frustrated, I’ve been shopping all morning. I wish I could find...”

Email Marketing (startups): Start collecting contacts in one place

If you are not already using an email system like Mail Chimp or Constant Contact, it's time to start collecting names and emails in one place. Use an excel spreadsheet to keep contacts organized. You can segment the lists as well, i.e. potential customers, industry contacts, friends from school, past work colleagues, etc.

Email Marketing (established companies)

Is there any list “clean-up” or segmentation you need to do? Now's the time!



Step One Checklist

- ☐ Your Creative Idea
- ☐ Why you started, why you stay
- ☐ Imperfect action
- ☐ What can I NOT do?
- ☐ Profit Places
- ☐ Know Your Numbers: Tracking Sheet
- ☐ Grade your past and current customers
- ☐ Why you need to choose who you want to sell to most
- ☐ What makes an ideal customer
- ☐ Buyer Persona
- ☐ Jane's Buyer Persona EXAMPLES
- ☐ Exercise: "A woman walked into a yoga studio..."
- ☐ Email List – your starter list or list "clean-up"

