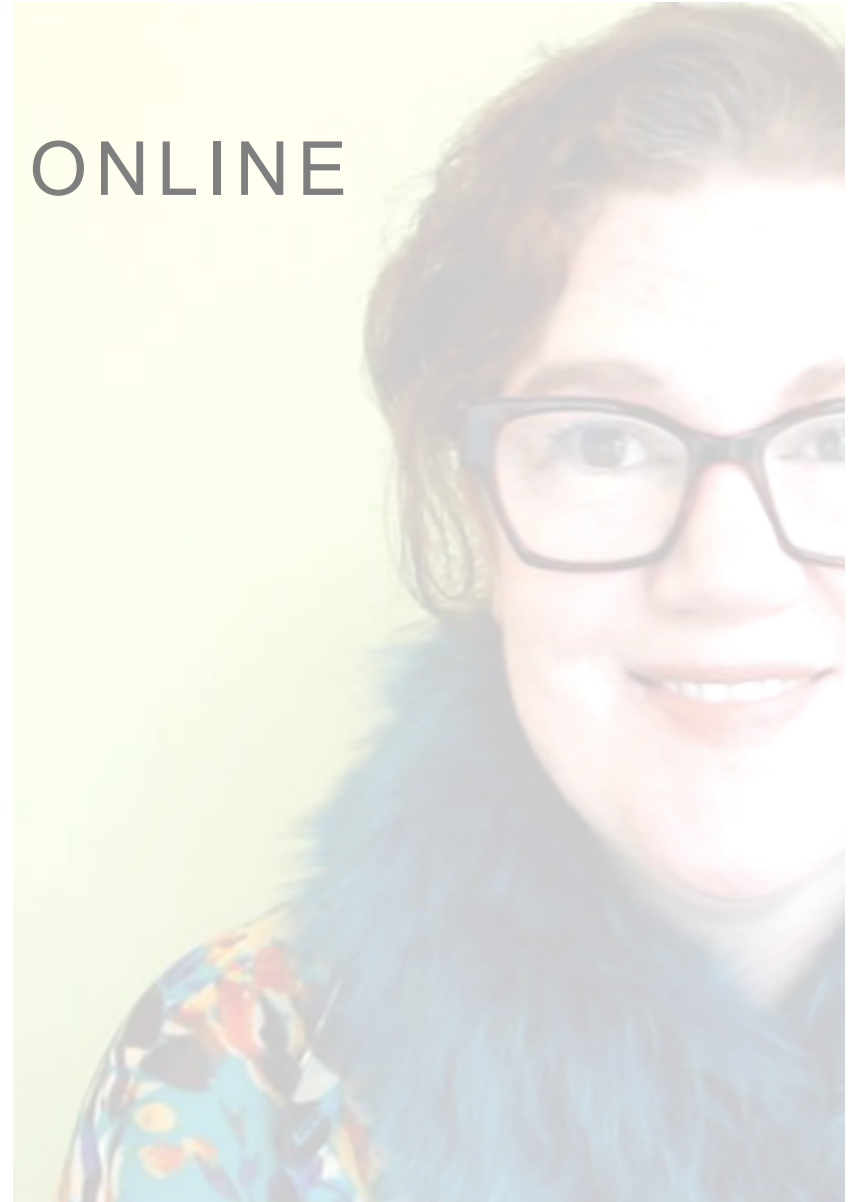


# SELL MORE PRODUCTS ONLINE STEP ONE: YOUR WHO

## PART TWO



jane hamill



### 3. RATE YOUR CUSTOMERS (PAST & PRESENT)



# DETERMINE WHO YOU MOST WANT TO SELL TO

- Grade your current customers
- Truly think about who you WANT to work with
- Understands the value of what you do without a TON of education or indoctrination
- If you don't have customers yet – do the research



# WHAT MAKES AN “IDEAL” CUSTOMER?

- Someone you enjoy working with
- Someone whose life is just a little better for buying your product (those you help)
- They can be easily identified and contacted – you know where to find them, they are an “obvious” group
- They “get it”, like what you have, and can afford to pay for it
- They tell others about your product
- They don’ t ask for returns or discounts



### 3. RATE YOUR CUSTOMERS



## 3. RATE YOUR CUSTOMERS

- List some of your current and past customers
- “Grade” them according to the list we just talked about
- Please feel free to add your own specific criteria to this list
- Name of customer and their “grade” (A, B, C, D or F)
- Look for commonalities in the A’s and B’s
- Then you can figure out how determine how to find MORE of them



## 3. RATE YOUR CUSTOMERS

- Fact finding: you can email your customers
- In your workbook: An email script to send to customers
- What if I don't have any customers yet?



# DETERMINE WHO YOU MOST WANT TO SELL TO

## Ideal Customer

- You **MUST** pick an ideal customer so you know who to market to – to speak their language
- Not all buyers are created equal
- It also helps you design
- **EVERYONE** is welcome to buy, however...
- You can't market to everyone





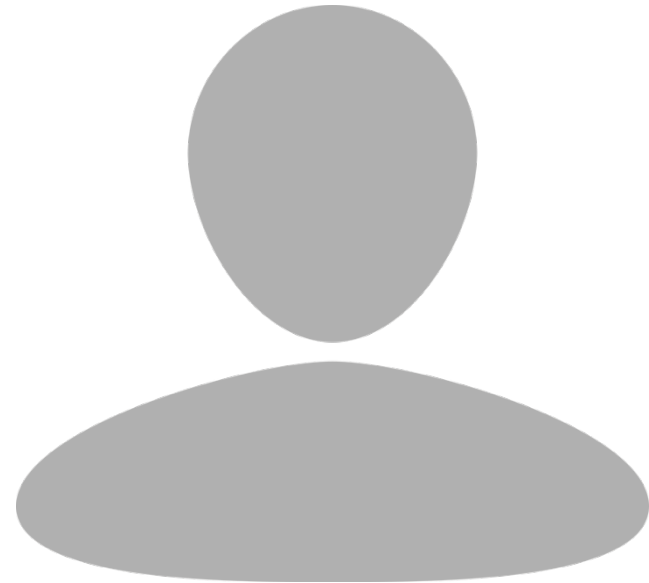
*Photo: Eric Mutrie*



# DETERMINE WHO YOU MOST WANT TO SELL TO

## Ideal Customer

- Once you're clear on your "perfect" customer, everything is easier
- Not just "anyone with money"
- OK to niche it down for marketing purposes
- You'll get the sale more often
- It helps you make decisions **EVERY DAY**



## YOUR BUYER PERSONA – *AN ACTUAL PERSON*

- Someone you ACTUALLY know or *know of*
- A real person, not a fictional meshing of 5 people
- OK to do 2 Buyer Personas
- Please know it will evolve
- Just do it – you're not married to it!

# PERSONA DETAILS

## **IDENTIFIERS:**

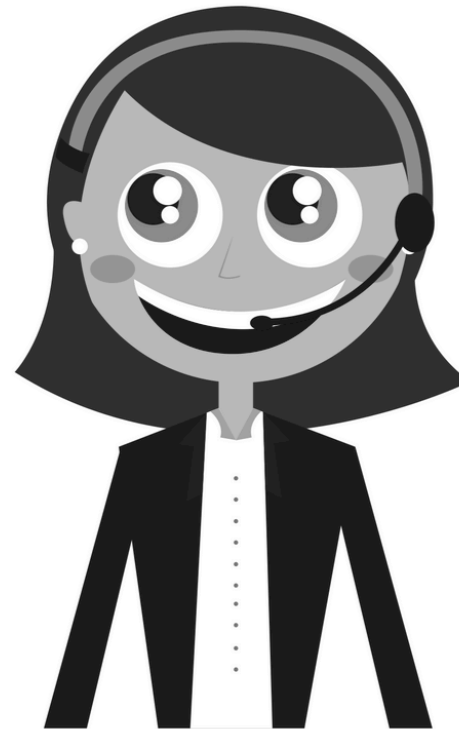
- Lingo and/or buzzwords
- Mannerisms

## **GOALS:**

- Persona's primary goal
- Persona's secondary goal

## **CHALLENGES:**

- Primary challenge to persona's success
- Secondary challenge to persona's success



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



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




# YOUR EMAIL LIST



## YOUR EMAIL LIST

- If you're new to email marketing, start collecting name and emails in ONE excel spreadsheet
- If you're currently using email for your business, keep it up! Is there any list "clean-up" or segmentation you need to do? Now's the time



- 
- Buyer persona - done
  - Profit places x 3
  - Started segmenting my list
  - I'm a rockstar
  - 
  -

## NEXT STEPS

- Do your “assignments” in the Workbook
- Fill out the Handouts
- Use the Group Forum!!
- Post your wins, your questions, your breakthroughs
- Post any questions you have in the Group Page
- Get your questions ready for Jane for the LIVE Group Coaching Session

Perfect is  
good but  
DONE  
is better

*- Jane Hamill*