

STEP TWO: YOUR MESSAGE



SMPO

SELL MORE PRODUCTS ONLINE

The Single Most Valuable Thing You Need to be Doing *Right Now*...



In order to grow your business, you must take **IMPERFECT ACTION** every single day.

“Feel the fear and do it anyway.”

Does the need for perfectionism hurt your business? How? (Be honest here...)

Perfectionism often stems from fear. Taking risks is part of business. Consider the “worst” that can happen with every new marketing step you take.

Example:

A. If I commit to emailing my list weekly:

- I’ll feel spammy or sales-y
- No one will open my emails and I’ll be embarrassed
- I don’t know what to say and I might sound stupid
- People may unsubscribe
- It will take a lot of time and I need it to look professional before I even consider emailing regularly

List here your worst fears or concerns about trying something new or committing to a different way of doing things.

Then compare that to this way of looking at it...

B. If I commit to emailing my list weekly:

- I’ll start creating a REAL relationship with the people on my list



- I'll learn more about what they want and what they don't want as I test different things and I'll start to improve
- The consistency will actually be LESS spammy because my outreach isn't so random that they forget about my brand in between
- Customers may actually be grateful because they're busy and I'm making it EASY for them to purchase

Try to re-frame your fears or concerns into a possible POSITIVE outcome. Try it here...

Why Do People Buy from You? Survey

Let's revisit the idea of a survey for your current customers.

Ask your current customers:

1. Why did you decide to buy from us and what did you purchase?
2. How did you hear about our products?
3. What did you like about your purchase?
4. What else would you like us to offer?
5. Where do you normally shop for _____ (your product category)?
6. What is it about these other companies that you like?

If you don't have customers yet, you can focus on finding out what behaviors your prospects are currently doing and what they're buying.

1. Where do you normally shop for _____ (your product category)?
2. What is it about these other companies that you like?
3. The last few times you shopped, what did you purchase?
4. What do you like about your purchase?
5. How much do you normally spend on a _____?
6. What else would you like your favorite brands to offer?



Survey tips:

1. Free survey platforms: I suggest [Google Forms](#) (that's what I use) or [Survey Monkey](#).
- 2) When everyone who takes the survey is guaranteed a reward, the percentage of takers goes way up.

Subject line ideas:

- A. "Take this 6 question survey and get \$20 off your next order"
- B. "Take this 6 question survey and you'll be entered to win a free top"

Subject line A will generally out-perform option B because EVERYONE's a winner. Also, be sure to give the coupon a clear expiration date. 2 weeks – 30 days is fine. Any longer than that and people save it for the "right" time and forget to use it. You WANT them to use it!

Read this article

"Seven lessons I learned from the failure of my first startup, Dinnr" by Michal Bohanes

<https://medium.com/@michalbohanes/seven-lessons-i-learned-from-the-failure-of-my-first-startup-dinnr-c166d1cfb8b8#.nx1rizlkn>

Your Competition

List 5 target competitors here. What is it about these brands that people like?

1. _____

2. _____

3. _____



4. _____

5. _____

Your Message in Your Ideal Customer's Words

When you refer back to your BUYER PERSONA, you get a good idea about what your ideal customer's life is like. You also want to understand what words they use in their daily lives. Doing a survey and reading their actual responses is a GREAT way to know how your customers talk. The EXACT words and phrases they use.

You can use these EXACT phrases in your marketing – I often cut-and-paste pieces of what my customers said – word for word – in my marketing messages.

Your Assignments:

1) Look back through your emails and/or surveys from customers (or potential customers) and list the phrases they use. The language they speak. Try to notice recurring themes, topics, phrases, and vernacular.

Write the phrases here (use the back as well):

2) Head over to [Amazon](#) and do some research into customer reviews. You can find a product or a book that you KNOW your target market would like and see what they say about it. You want to keep good notes about the EXACT phrases they use – especially themes and phrases that are repeated by different reviewers.

Here are a few examples from Amazon about [this book](#), "I Heart My Little A-Holes: A bunch of holy-crap moments no one ever told you about parenting"



[Kelly Rabin](#) said...

Format: Kindle Edition

In case the title didn't give it away, **this book is not for prudes**. Or **sweet little great grandmas**. If you liked "Go the bleep to Sleep", you'll probably like this one.

Back in my less jaded parenting days, I wrote a Facebook post in which I didn't understand how anyone could like a book like that. There are real cases of child abuse and sad tales of infertility - shouldn't we cherish every moment we have with our little love bugs? Well, then I had another baby. And my older daughter turned 3. And suddenly I understood that this kind of humor is **a coping mechanism for crazed parents**. Because **if we don't laugh, we will never stop crying**.

[Danny](#) said...

Format: Hardcover

Absolutely hilarious- I bought this for two of my friends as a first mother's day present. I decided to read a few pages before I gave it to them and ended up not being able to put it down- and I'm not even a mom! Hilariously written and **a great read for new moms who have enough "how to raise your kids" books to make them sick and anxious**. It's funny, lighthearted and touches on lots of important themes- like **new mommy stress, anxiety, and even depression**.

Book 1:

Book 2:

Book 3:



3) Make a list of what blogs your target customer likes. Go to the blogs and take a look at reader comments.

For example, some comments from the home décor blog, [A Beautiful Mess](#)

[Tonya](#) said...

Such a dream!! Perfect combo of minimalism and the 70s...love it!

[the adventurer](#) said...

I love the geometric patterns you added to the garage cover, really makes it feel like a more complete space.

From the popular blog, [Man Repeller](#):

[Eugenia](#) said...

Never would have thought to use white, and even though I've been blessed sans under eye bags/circles, this is still a good tip to keep handy! PS: You look great either way and that plastic surgeon was a douche.

[Jen](#) said...

That shirt is very little house on the prairie, I think I need it. Where is it from?

Blog 1:

Blog 2:



Blog 3:

Direct response marketing “triggers”

There are many different ‘triggers’ you can use when marketing and selling.

“I always keep an eye out for the 7 great emotional copy drivers in direct mail and email. They are: Fear – Greed – Guilt – Anger – Exclusivity – Salvation – Flattery.” Paul Bobnak, via [Quora](#)

More triggers are explained in [this article](#) from Quora:

- Scarcity
- Urgency
- Loss
- Trust
- Social Proof
- Pride
- Solutions
- Pandora
- Emotions
- Strategic Baselines
- Limit Choices

I’ll add to that with a few of my own:

- Reciprocity (free gift, free PDF, high-value content)
- Nostalgia (Pokémon is a perfect example – Pokémon Go uses nostalgia + modern tech to lure people in)
- Tradition (Lily Pulitzer, LL Bean, my Mom wore it, classic, preppy)
- Small commitment first: they subscribe to your email newsletter, they purchase a lower priced product
- Authority (expert status)
- Strong guarantee (Zippo’s free & easy return, risk reversal, 100% money back guarantee)

Examples:

1. Bed Bath and Beyond: the deal, the “thrill” of coupons, and the hunt
2. Apple: Focus on NEW, never on sale, coolness factor, hipster. According to [this article](#), Mac users are “more likely than PC users to whiten their teeth, drive hybrids, drink Starbucks coffee and eat organic food.”
3. Vineyard Vines: classic lifestyle, martinis at 5, New England, preppy, clambakes, comfort, golfing lifestyle, headbands



4. Red Bull: Adventure, dangerous sports, baller, hard core, the drink that “gives you wings”

I encourage you to pick just THREE that you feel your customer would most respond to. You don't need to be certain about these 3 just yet, but I'd like to plant the seed so you start thinking about them as you craft your marketing message.

We'll cover the specifics of how to use these triggers in Step Five. For now, think about what BEST suits your customer.

List them here:

1)

2)

3)

Testimonials

Key points

- What others say about you is more powerful than what you say about yourself
- Ideal if you can list first and last name + city
- It's OK to use friends and family for testimonials if you have not started selling yet – as long as they have used your product – it's all good!
- Before and after is VERY persuasive (think P90X)
- We all love stories
- We see ourselves in what others say – emotional triggers
- Humans LOVE to look at people who look like us (baby book with pics of other babies!)
- Testimonials motivate others to take action

Jane's script to get a good testimonial

Here's the exact script I use when I get an email from someone and I think it would make a great testimonial.

First email sent to me from Carrie:

Hello, Jane!

Thank you so much for **your** webinar! I feel like my life is about to change! (and I'm ordering **your** program, too!)

I'm looking forward to reading the article you mentioned, as I've had that "late thing" my entire life,



and I'm looking even MORE forward to releasing it!

Woo hoo!

Have a super Lovely day!!! (and thank Boaz, too!)

Much Love,

Carrie

My response back:

Hi Carrie,

So glad you enjoyed the Webinar! It's a topic I feel very strongly about and, as I explained, have struggled with for years. Attached is the article...

...Terrific that you invested in the program! Please let me know how it goes and shoot me an email with any questions and an update on your progress. I'd love to know how it goes.

Also, I'm wondering if I could use your comments below for marketing purposes - in the form of a simple testimonial? Below is an example of what it would look like. And if you prefer I don't use it, that's completely cool too, please, NO pressure at all. Either way is totally OK!

If you decide it is OK to use as a testimonial, are you OK with using your name and city? Please know NO PRESSURE!! Only if it feels right to you.

"Hello, Jane!

Thank you so much for your webinar! I feel like my life is about to change! (and I'm ordering your program, too!)

I'm looking forward to reading the article you mentioned, as I've had that "late thing" my entire life, and I'm looking even MORE forward to releasing it!

Woo hoo!

Have a super lovely day!!!

*Much Love,
Carrie Ransom, Calabasas, CA*

Sincerely,
Jane



Carrie's email back to me:

Hi, Jane!

Ab-so-freakin-lutely! I'd feel honored if you used my comments as a testimonial, and using my name and city is fine, too!

I'm looking forward to diving into this material over the next few days, and I'll let you know how it goes!

Rock on!

Carrie

Here's the simple testimonial process:

1. Gather their words that they wrote or told you verbally
2. Write them up in testimonial format
3. Ask permission

What if I have no customer feedback yet?

Start with family and friends – those who have used your product even if they did not pay for it. Ask for honest feedback, write it up, and then ask for permission. You can do the same thing for what someone told you about your product verbally, from Etsy, in a blog comment, or a post on social media.

What others post about you on Social Media

Social media posts and pics about your company are terrific to use as testimonials. If you feel like you need permission, just send a quick private message to the post-er to ask if it's OK to use a on your site.

Examples:





Cathe Holley Fashion I purchased the New Designer Program a week ago, and I absolutely LOVE IT! I did my daily calendar and stick to it cuz I was in the habit of being busy but unproductive. I also get the "shiny object syndrome" way more than I realized, lol. and your info has helped me stay focused. I'm still working on what I am going to do as far as my product. I have so many ideas, but my greatest importance right now is, I know what lifestyle I'm going to create, now figuring out the product that fits with that and my abilities and passions.

Objection: I don't have time for an online course
 Answer: ""my daily calendar"
 Objection: I haven't chosen a product yet...
 Answer: Lifestyle chosen, her first big step completed

Jane, I love it! I am devouring your new designer course every free minute I can find, and these little tips you send out and the podcasts, everything is so helpful and so real and honest that I can't get enough. You are doing a fantastic job! Thank you so much for sharing all of your wisdom and great sense of humor with the rest of us!

Objection: Too busy
 Answer: every free minute I can find.
 Objection: Online classes are boring
 Answer: "real, honest, great sense of humor"

Each Testimonial addresses a different obstacle to purchasing

Start with the reasons you think people won't or don't buy from you (their objections – conscious or unconscious). For example

- I don't know if it will fit – unclear on sizing
- New designer so the quality could be poor
- She is a small designer so returns will probably be a hassle
- Probably won't take care of me if there's a problem – poor customer service
- Cannot be sure she will ship on time



- Not a PRO, does this only as a hobby
- Price looks too high (or too low) – how will I know if it’s worth it?
- Not sure if this site is safe
- Nothing shows the customer that site is alive (recent blog post, etc.) so customer unsure if the site is still in business

Then get testimonials to smash down all the objections that people go through in their minds.

Often, these objections (*resistance to buying*) are UNCONSCIOUS - *is this site safe? Do these pictures look the price? Is that leather really as soft as it looks on the site?* – and the prospect couldn’t even tell you why they chose NOT to make a purchase.

Therefore you need to address each obstacle to purchasing – even if the potential customer couldn’t put it in words to tell you. They’re STILL thinking it!

Each testimonial has a purpose; they are not all saying the same thing. You do NOT want a bunch of quotes basically saying the same thing. “I LOVE Jane’s product, it’s the best,” only addresses one issue – is this product good.

Here are some examples...

Too expensive: “Dear Jane, I have to admit it was a bit of a stretch for me to buy this necklace. I am so glad I made the investment! I wear it every single day and not a day goes by that I don’t receive a compliment. I LOVE this piece – well worth it.”

The sizing issue: “Dear Jane, I just opened my box and tried on the blouse you sent. It is amazing! I was afraid it wouldn’t fit since I was between sizes but I sized up like you recommend in your FAQs and it’s perfect. I feel great in it and just wanted to thank you!”

Won’t ship on time: “Dear Jane, I just ordered from you a few days ago and the package already arrived! Major bonus because I am going to a birthday party and can wear my new cuff. To be honest, I was a little hesitant about ordering from a small designer but you have changed my mind. Thanks a ton!”

A website that converts vs. a website that looks pretty

You want your website visitors to land on your site and immediately understand what you sell and who it’s for. In all your marketing efforts, the goal is to have your marketing message so strong and so clear that it attracts some and repels others – on purpose.

Pro Tip: It’s OK to repel!

It can be a challenge to get your head around the idea that you are repelling some people. It takes courage to have your brand message that strong. But here’s the deal, you want someone to land on your site and say one of 2 things...



- 1) “OMG, they are reading my mind! This is soooooo for me – I love it!”
- 2) “Oh man, this is awful. But my sister would LOVE it – I have to send her the link right away.”

The WORST possible reaction is this...

“Oh, well, this is nice.” What this means is that it’s wishy-washy and it’s not creating a strong reaction in the person either way. They are not compelled to take any action at all and you’ve received no real response from the prospect, and likely no sales.

Here are some examples of websites with a SPECIFIC point of view (you may love ‘em or hate ‘em but they’re memorable):

- Dolls Kill – you can almost hear the music pumpin’: <https://www.dollskill.com/>
- Greats.com – here’s what you see if you get a 404 error: <http://www.greats.com/products/the-wilson-red-white>
- Ahlvar Gallery - click on an item and the flat sketch pops out: http://ahlvar.com/#product_3151
- The Middle Finger Project – the home page leads with unf*ckwithable: <http://www.themiddlefingerproject.org/>
- Josh Sullivan - a one-page website that packs a punch: <http://joshsullivan.me/>
- Coucou - just really fun to look at: <http://www.coucoushop.ch/>

Website tips:

Here’s a list of what will help your website be one that converts instead of just look pretty:

- # of clicks to the BUY (ideally 3)
- Objections are handled (in your web copy, via photos, testimonials, FAQs, etc...)
- Product descriptions are search-friendly
- Testimonials
- FAQs
- Clear details about when and how you ship
- Easy to navigate between the blog and product pages
- Site security
- Site speed
- Looks good on mobile
- Must have analytics installed
- No sneak attacks at checkout (all policies clear)
- Where you ship (international?)
- Gifts – giftwrap? Include a note?
- Your packaging
- If anything you do is customizable, can be monogrammed, etc.
- Returns – how do they work and who pays for shipping?
- Payments you accept
- Email list opt-in (signup)



Quick tip about sizing. I worked with a jewelry designer who told me the #1 question people asked was – will that bracelet fit my wrist? Seriously, this was keeping people from buying. So she added a printable mini measuring tape on her site so people could measure their wrist and feel comfortable making a purchase.

Get a free usability test. Go to this link, <http://peek.usertesting.com/>, and sign up for a FREE usability test from a random person. You'll get a video of someone using your site, telling you how it navigates, if they understand what you do and sell, and what questions they have. This information is pure gold!

Getting Clear on What You Really Do

What do you really do and why should anyone care?

Before you can expect someone to understand what it is you actually DO and MAKE in your business, you need to understand it yourself.

Here's a simple fill-in-the-blank formula for you to use to help you with the wording so you have a simple, clear answer to the question, "What do you do?"

I make this product for this customer so they can this benefit of owning my product.

Examples:

"I make baby bibs and accessories that don't leak, keep the drool off your baby so they stay dry, and save you from changing your child's outfit every hour!"

"I make blinged-out leather clutches for women who like to be noticed and get compliments."

"I help busy women shop for clothes by shipping a box of clothing and accessories tailored just for them every quarter. This way they don't have to waste time shopping and wondering what looks good on them and what's appropriate for work."

"I make women's dresses and eveningwear for women over 40 who don't want to look like a twenty year old and aren't even close to being ready to shop in the Grandma section."

"I make workout clothes for women who are "normal" sized, like to work out, and are tired of "bumpy" outfits that only really fit well if you're the yoga instructor."

The next time someone asks me what I do, here's what I'll say.

I make _____ for _____ so they can _____.

Other options of what I could say the next time someone asks, "What do you do?"



Choosing Your Keywords

Google Keyword Planner (for keyword research)

Start with this video. Create a free account. No need to enter a credit card or start a campaign – ever.

https://youtu.be/h6lqyqIW_Bk

DO EXACTLY what the guy says and type in a simple keyword. Then click on Get Ideas, next you'll click on Keyword Ideas. Then you can play around and see what Google suggests and how "popular" the keywords are.

Keep in mind YOUR ideal customer. What specific phrases or words do you think they would use? They're not likely to use any industry specific jargon so focus on THEIR words, not yours.

You can also watch this 2nd video if you like:

<https://youtu.be/GquYgCT8jSQ>

SEO (Search Engine Optimization)

We're not going to get hung up on SEO and "tactics" to get your site ranked. First, I should point out what Copyblogger says about SEO and its effectiveness (or lack thereof).

"SEO copywriting has traditionally been about optimizing web page copy by targeting keyword phrases in certain frequencies and densities. And yet search engine research shows that most of the factors that determine how a web page is ranked in a search engine are based on things that happen off the page itself...

...MODERN SEO COPYWRITING is all about crafting content so compelling that other people want to promote it by linking to it or sharing it, which increases your trust and authority and helps pages you want to rank well for certain keywords."

In my experience, the days of hiring an SEO expert to get you ranked on Google are over (even though your Inbox is FILLED with offers). Your best bet is to do what Copyblogger says, and...

"craft... content so compelling that other people want to promote it by linking to it or sharing it. which increases your trust and authority and helps pages you want to rank well for certain keywords."

Meaning, produce content on a regular basis (on your blog), throw in a few keywords, and call it a day. DO NOT go crazy worrying about SEO. It's not worth it for most small businesses.

That said, If you're interested in learning more about SEO, here are some resources for you.

Shae Baxter for SEO blogs and videos: <http://shaebaxter.com/contact/>

More info from Copyblogger, quick SEO tips and SEO copywriting information

<http://www.copyblogger.com/seo-copywriting/>

<http://www.copyblogger.com/on-page-seo/>



Copyblogger also has multiple blog posts on SEO you can look into.

Action Plan

Take 10 minutes right now and write down your next steps. Be as specific as possible. 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).

After each task, write down WHO is going to do it? Is it something that can be outsourced or delegated? Remember to always ask yourself... ***“What can I NOT do?”***

1)

2)

3)

4)

5)

6)

7)



Step Two Checklist

- Imperfect Action
- Fears that keep you stuck
- Surveying your customers and/or prospects
- List 5 Competitors
- Research about words your customer uses
- Amazon/Madewell/Anthro/Other
- Blogs your customer likes
- Past emails from customers
- 3 direct response marketing “triggers”
- Getting and using testimonials
- Jane’s testimonial script
- Customer objections and handling them in your marketing and on your site
- A website that converts vs. a website that looks pretty
- Website must-haves
- What do you do?
- Choosing your keywords
- SEO
- Your action plan

