

## INTRODUCTION

This section is mainly about what happens after your launch. How your business grows and develops in terms of marketing, strategy and management.

**STEP 30** In this step you'll consider your marketing methods to generate new business and how to manage this all-important process commonly known as 'lead generation'.

**STEP 31** In this step you'll look back at the original vision and make a more detailed plan about how you envisage the business developing together with possible exit options.

**STEP 32** In this step you'll consider the various options available for you to grow and develop your business and create your outline development plan.

*Now listen to Audio 30*

### STEP 30 - Business Development

This step is all about growing your market and at the same time consolidating your relationship (if you are operating that type of business) with your existing purchasers.

It's about 'lead generation' - although you should always avoid that term when speaking with potential purchasers - people don't like to be thought of as 'leads' or 'prospects'! It's about continuing your market research and finding potential purchasers or candidates for your offer and then 'qualifying' them to ensure they 'fit' your target market.

The 'big mistake' many personal business owners make here is to compromise their market and 'take on' purchasers who don't really fit their offer, who aren't quite matching the benefits you as a business provide.

This usually leads to dissatisfaction, and you should remember that a dissatisfied purchaser will tell seven people about their dissatisfaction with you, whereas a satisfied purchaser will only tell one other person.

#### The 'Marketing Funnel'

This was covered briefly in Workbook 7 when aspects of 'what' you plan to do were covered. Here we're going to focus more on 'how' you do it.

But first I must make it clear that the 'marketing funnel' and the 'sales funnel' are the same thing. Despite what may 'sales oriented' trainers and coaches may say - they seem to think that the whole job is done through 'sales' and 'selling' but as I have previously explained this is an old fashioned out of date point of view.

If you do the marketing right then you will never, ever, need to 'sell' anything. Oh yes, and marketing is not just another 'fancy' name for selling, it's a whole lot more!

The key elements of the process (or funnel) are

1. Identifying your market, relating to it, and disqualifying non-members
2. ‘Warming up’ your market and pre-qualifying
3. Building your credibility and attracting potential ‘now’ purchasers
4. Displaying the offer and Identifying the point of purchase
5. Completing and following up the purchase

This expands on the 5 step Conversion process.

As you will appreciate this Stage is a ‘big topic’ and as your business grows we can offer additional ongoing coaching, training and assistance in doing these essential activities.

### **Methods**

You will need to deploy a number of tools, processes and methods to make this process work

#### Email systems and Responders

There are a few email systems available that you can use here. They all have their advantages and drawbacks, some are ‘free’ and some are charged on a monthly basis, usually depending on the number of people on your ‘list’.

The most popular seem to be Mail Chimp and Constant Contact and Campaign Monitor. You are looking for the following features:

- Ability to import your own lists
- GDPR Compliance
- Ability to set up a series of autoresponder emails
- Clear statistics reports on which emails have been opened etc.
- Flexibility to use your own email templates and forms

They do not all have all of these and some have restrictions that attempt to comply with regulations that are more strict than the GDPR, for instance not allowing you to import your lists and requiring ‘double opt-in’ procedures, or not allowing you to send any emails at all to people who have unsubscribed from just one of your mailing lists.

Some are quite inflexible as regards the templates you can use and difficult to edit.

Which one you choose depends on what you want to do and be sure to take a ‘free trial’ before you commit.

#### **Email systems tested and suitable product selected**

**Yes / No**

#### How to manage responses

As time goes on your lists will become larger and larger and you need to find a way of managing this vital data.

The likelihood is that you will want to send people more than one ‘campaign’ at any one time or consecutively.

You will also want to know which people have opted out or unsubscribed from which lists.

There are essentially two ways of doing this:

- Have a separate list for each campaign - which means that people will appear on multiple lists, probably at different stages on each list
- Have a single list that identifies which people are receiving which campaign and what stage they have reached - a very basic CRM (Customer Relationship Management) system

Either way you can also include the products and services they have purchased along with other information.

Both methods require a noticeable amount of management time with the latter consuming probably less as you don’t have to spend time cross-checking.

The simplest way of creating the lists and managing them is to use a spreadsheet which will allow you to sort and select on different criteria. At this stage, unless you have a lot of products and services and a lot of customers who you want to remain in contact with, you don’t need a full-blown CRM

### I have decided to use

- Multiple lists
- A single list

### Developing your market

This section is about **what** you send your prospective purchasers - there are a lot of options, but the process is much the same for each and what you send out can be part of a series of different items using the autoresponder.

You can use:

- Emails (up to 500 words)
- Social Media posts (up to 500 words)
- Articles or Blog Posts (500 - 1000 words)
- Newsletters (1000 - 2000 words)
- Videos (2 to 7 minutes) on Social Media, as emails or on YouTube
- Surveys
- Advertisements

Some other methods of making yourself known which are essentially ‘off-line’ are events (which you initially promote using one or more of the above) and Public Relations (PR) where you engage with a PR Consultant who has a good understanding of your fields and what you do to engage with the ‘media’ (Radio and TV) on your behalf.

**I will be using the following methods -**

- |  |  |  |
|--|--|--|
| <input type="checkbox"/> <b>Emails</b>         | <input type="checkbox"/> <b>Social Media Posts</b> | <input type="checkbox"/> <b>Articles or Blog Posts</b> |
| <input type="checkbox"/> <b>Newsletters</b>    | <input type="checkbox"/> <b>Videos</b>             | <input type="checkbox"/> <b>Surveys</b>                |
| <input type="checkbox"/> <b>Advertisements</b> | <input type="checkbox"/> <b>PR</b>                 | <input type="checkbox"/> <b>Events</b>                 |

You can of course sub-contract a Virtual Assistant or a Marketing Assistant to do all this for you. They are usually very good at the time consuming ‘grunt work’ but be careful if they also offer to write your advertising copy.

You need to retain close control over this because the messages will be seen as coming from **you** and must be consistent with who **you** are and the image that **you** wish to project. Whatever you send out must not look like the ‘same old, same old’ promotional copy.

If you’re not yet adept at copy writing by all means get someone to do it but don’t let them send anything out to **your** market without **your** approval first!

**I intend to engage a Virtual Assistant or Marketing Assistant**

**Yes / No**

**Statistics**

All the mailing systems will give you some sort of feedback on your campaigns and keeping track of your results is vitally important, but not for the reason many people often suggest.

You need to know whether or not your campaigns are ‘working’ but not on the basis of the so-called ‘law of averages’, that is a myth. The idea that, even if you’re not getting a satisfactory response, the more you do the more you’ll get is just not true.

If you’re not getting the results you want it’s not because you haven’t found the ‘yes’s’ yet, it’s because *what you are doing doesn’t work* and needs to be changed.

The most important use of statistics is in **testing**.

Most of the mailing systems allow for the use of ‘A/B’ tests where you send out emails (for example) with different copy or headlines to sample sets from your list. You can then see which works better and use that version.

It’s very simple really but so many people neglect to do it

**I plan to use testing in my marketing**

**Yes / No**

### Stage 1 : Identifying, creating a relationship and disqualifying

This is sometimes referred to, again by old-school sales people as ‘**Lead Generation**’, but as I’ve mentioned before no-one likes to be thought of as a ‘lead’, or even more so a ‘prospect’ in someone’s ‘sales process’!

There are various tools you can use to do this including all forms of advertising but also the use of events, surveys, newsletters and other material

The whole point of this exercise is to clearly identify your target market, create an awareness of **you**, and get **them to connect with you**.

Within your target market there will be a number of categories

- Those who are ready to purchase
- Those who have decided to buy but are not ready to purchase
- Those who are ‘thinking about it’
- Those who are currently ‘not interested’

It’s your job to connect at some level with all of these people, whether they are ready to purchase at this time or not - and remember that as yet, **none** of these people have decided to purchase from **you**.

It is at this stage that you deal with the requirements of GDPR by creating a robust ‘opt in’ regime.

To get people to opt in in the first place you will need to provide some incentive.

This could be:

- A newsletter with interesting/useful information with a ‘read more’ link that requires an email address to continue reading.
- A survey that will give them a ‘result’ for which they will have to provide their contact data
- An offer of some sort such as a ‘secrets of’ report or access to ‘special information’ and so on
- A video on your website
- An invitation to a webinar or live event

Remember at this stage your objective is to get their contact details authorised through a GDPR compliant opt in process, nothing more

**RECOMMENDATION** - I strongly recommend that you purchase and read thoroughly Peter Thomsons book Paid! Available from <https://thefreedomacademy/publications> and join **The PaidUp Club** - you’ll find a host of templates and other ‘how to’ information about your marketing effort there.

**Describe in bullet points how you intend to undertake Stage 1** - this is a 'big' question and may require a **PBCS Helpline** call. Book at <https://BenCoker.as.me>

## Stage 2 : Warming up and ‘pre-qualifying’ your market

In Stage 1 you will have created a ‘list’. This could be an Email mailing list, a bank of ‘friends’ or connections on social media, a physical mailing list or some other kind of list.

Everyone on these lists will have opted in to receive marketing and other information from you for an indefinite period.

The objective of this stage is, believe it or not, to get people to unsubscribe from your lists.

Why?

Because you don’t want to waste your time on people who are not qualified to benefit from your offers. People who:

- do not need or want the benefits you provide now or ever
- you cannot help in any case
- are not in your target market
- do not have the available funds or means of obtaining them
- who are not authorised to purchase (under age etc.)

Now, don’t worry about people who are in your target market unsubscribing. They may not be in the right position now to purchase and they *will* pick up on your Stage 1 advertising at a later date

The process in Stage 2 is much the same as that in Stage 1. You are building a relationship with the members of your market.

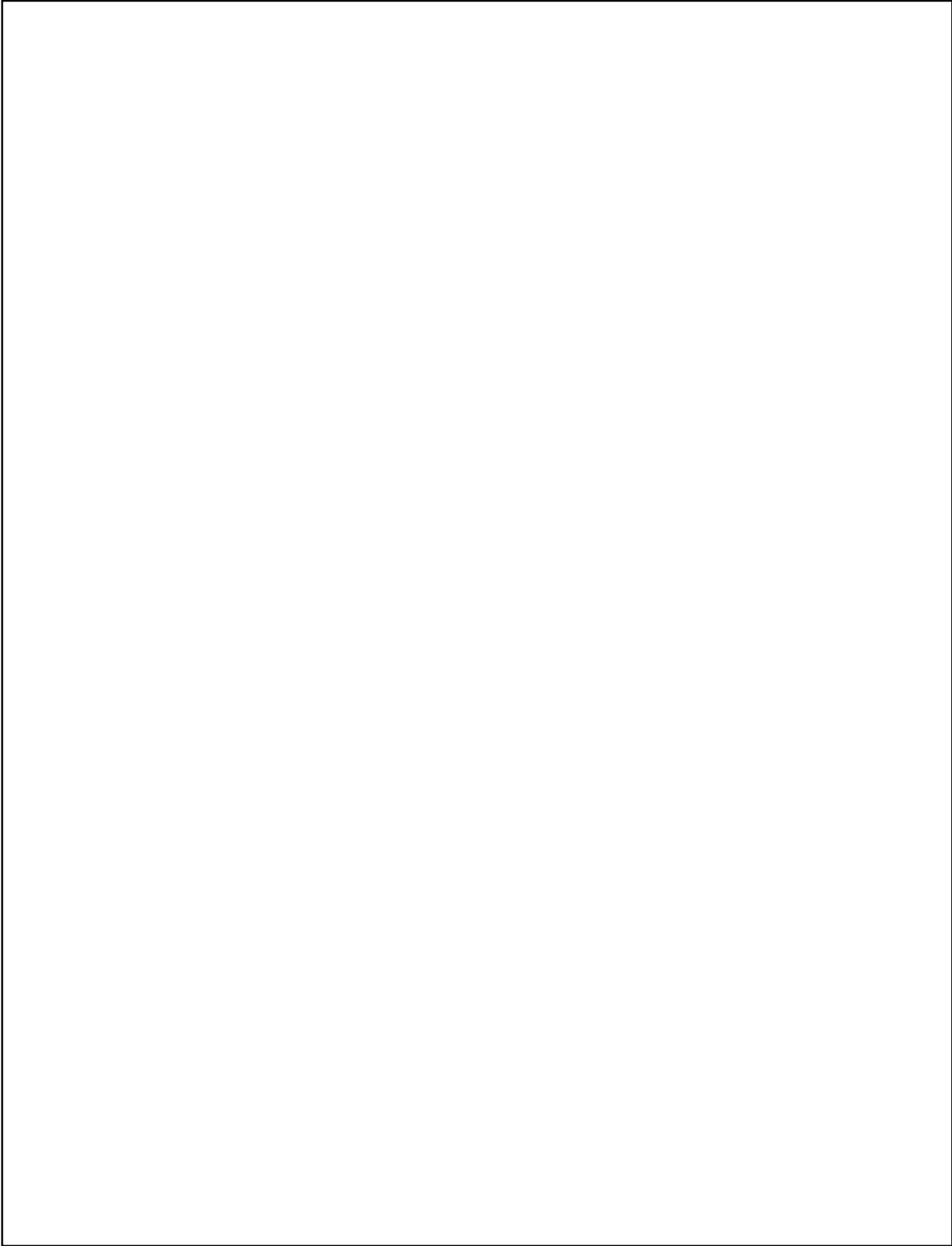
Give them lots of information about what you do (not *how* you do it), who you are and encourage feedback.

You can do this with a Blog, a Facebook or LinkedIn group or even regular live Meetup groups.

The important thing at this stage is never to attempt to get them to purchase anything - just tell them what you have.

This Stage is typified by short and focussed communications, nothing too long or complex - keep it simple and friendly.

**On the next page develop your ideas for Stage 2**



### Stage 3 : Building your credibility and attracting potential 'now' purchasers

'Fire Your Big Guns First' is an adage that is extremely important at this Stage.

You want to achieve two key things at this stage:

- Create a massive credibility for what you do and who you are
- Become the 'Go To' source of choice for people seeking the benefit you offer

How do you do this?

The secret of this Stage is to give away as much information as you can about

- What exactly you do
- What the results have been
- Why there is no effective 'do it yourself' option to obtain the benefits you provide

Send out small snippets of information, stories, testimonials, examples of your process in operation - everything you can think of

Except - **HOW** it all works!

This Stage could last several weeks when you first start, sending your prospective purchasers interesting information and creating a relationship and bond with them - or if you are in a transactional business explaining clearly why they should purchase from you rather than anyone else.

The process is simple - you just keep on sending out emails, newsletters, social media posts and son on - but don't overdo it - 3 to 5 messages a week should be the maximum - quality, not quantity.

Set up a series of messages in advance for each of your offerings, automate the mailing or posting of them, or get a sub-contractor such as a Virtual Assistant to do it for you.

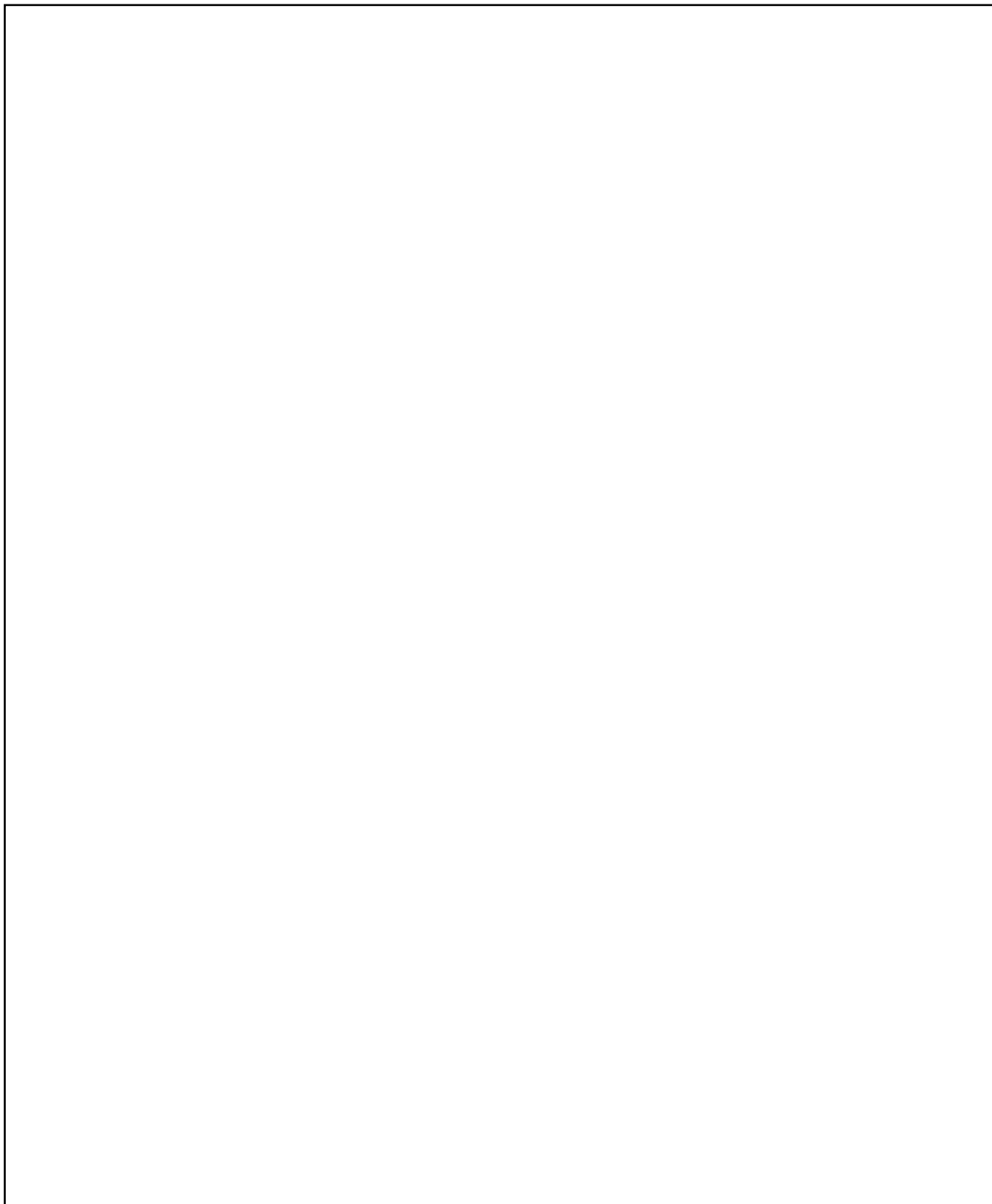
There are some mailing systems known as auto-responders which will do this automatically once you've set up and 'started' the process.

Now some people will decide that, at this time, they aren't really interested but you don't want to have them 'unsubscribe' preventing you from mailing them again.

Set up some different mailing options such as only receiving content from you once a month, or once a quarter, when maybe you can send them a bigger mailing.

You could even position this as a VIP mailing system for 'busy' people so that they don't miss out on key information from you.

**Now create your plan for Stage 3 with some ideas of topics you will cover in a mailing series - there needs to be some logic to this!**

A large, empty rectangular box with a thin black border, intended for the user to write their plan for Stage 3. The box is currently blank.

#### Stage 4 : Displaying the offer and Identifying the point of purchase

Now that you've built up a 'loyal following' who are interested in what you do and who you are, it's time to start telling them about how you can help them and what you have available to help them achieve the benefits they are looking for.

I have consistently described your product or service as your 'offer' - when you put something up as available for purchase you are always 'offering' it up at a price.

There is no 'fixed price' it's always an 'offer'.

As Peter Thomson puts it "Money is the silent applause for a job well done" and what you are doing in your business is always offering your services or products for that 'silent reward'.

You've already looked at pricing and the value proposition for the purchaser, so this Stage is where you 'lay out' your goods and services in the 'market'.

Interesting how that medieval terminology has survived.

In Stage 4 then you will start to direct potential purchasers to wherever your products and services are 'displayed'

This will usually be your website but may be a physical location as well and where your 'goods' are displayed is also likely to be the point of sale.

Important: Do not make it difficult for people to purchase!

I've seen many websites where there is a 'difficult' transition from the 'display area' to the 'purchase area' - it's almost as if you went into a physical shop but you had to go three doors down and across the road into another building to actually purchase the product you wanted!

You should always endeavour to create a process whereby purchasers can click on what they want and immediately be taken to the payment point.

Methods of payment will be discussed in the next Stage but there's one thing more to consider.

You may need to collect additional data about a purchaser. It's a good idea to place this information gathering between the purchase and the delivery, rather than getting people to fill in long and sometimes complex forms before they actually part with any money.

Many will say that they need this information in case people don't purchase. You don't, you have all you need to know already as you've been in contact with them for some time before they get to this stage.

**Now create your plan for Stage 4**

People will discover and find out about my specific offers through

Payment will be made through the following process or processes

### Stage 5 : Completing and following up the purchase

This is an important step in the process, often neglected by new business owners. There are two stages

- Delivery of the product or service
- Follow up and establishment of a lasting relationship

Obviously if your business is purely 'one-off' transactional you may not be thinking about the follow up but this would only be if you were never likely to see that person again, if you never wanted them to purchase anything else, or if you didn't want them to recommend you to anyone else.

In reality there is no such thing as a transactional 'one-off' purchase business. You want that purchaser back again and you want them to recommend or refer you to others.

How you deliver whatever has been purchased should be covered in Workbook 6, but just to make sure:

**I plan to deliver to purchasers as follows:**

The follow up process should also have been covered in Workbook 7, but again - just to make sure

**I plan to follow up with purchasers as follows:**