YOUR 9-STEP REPEATABLE FRAMEWORK FOR PROFITABLE BUSINESS GROWTH

Refine and iterate on points 1-8



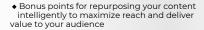


State your company values, vision and mission

e.g. Nordstrom: To give customers the most compelling shopping experience possible

Grow your authority using one or more of the following platforms

- ◆ Video content e.g. YouTube
- ◆ Audio content e.g. Podcasting
- ◆ Written content e.g. Blogging



Build an automated funnel around your buyer's journey using one or more of the following:

- ◆ Content marketing
- ◆ Marketing Automation
- ◆ Team



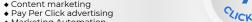
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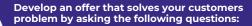


Establish (and then monitor) your key metrics

attention to:

- ◆ Profit Per Hour
- ◆ Customer lifetime profit
- ◆ Cost Per Lead (Factor in Profit per hour if lead generation is manual)
- ◆ Conversation rate (from Lead to paying customer)





- How does my product or service solve the customer's
- What results with my product or service deliver to the customer and how will that improve their situation?
- What will my customer miss out on if they don't use my product or service?



- How they experience their problem and what words they use to express the problem
- ◆ Specific emotions and decision points around the purchase
- ◆ What the customer must believe before they feel your product orservice is a good fit for them







Research your market and create an empathy map for your ideal customer persona

- ◆ Ideal persona: e.g. age range, income, education level, gender, location, dreams and aspirations, fears and frustrations. Bonus points for writing about a day in the customer's life in story
- Empathy map: What is my customer thinking, hearing, feeling, seeing, doing; before and after they use my product/service

Identify and articulate your customers problem



Use one of these 3 approaches (in this order of priority)

- ◆ Face-to-face conversation (via zoom or in person)
- ◆ Audio conversation (Phone or zoom call)
- Use survey tools like the Ask method

via online market research

