

Sales Accelerator: Week 2- Recap/Assignment

This week assignment + takeaways:

1. Clear ideal customer defined
2. Do your brand and marketing assets match your ICA (Ideal customer avatar)
3. What is your audience growth strategy? (What do you want to achieve?)
What metrics will you measure?
(website hits, google hits, size of engagement on socials, # of social engagements you do, etc. give yourself something to measure).

In the next 90 days, what could you do?
What WILL you do specifically?

4. Current audience size

Use the the Voxer group, or Vox me directly if you have any questions or blocks.

5 areas of visibility opportunities (strategies) and tools/ideas to implement

The list if you would like it.

Get More lurkers/ NEW eyes on you

1st - make sure you have clear branding and forward-facing assets in check (from last week's homework).

***add to this list as you hear ideas from others, these are just a starting place. Use the group Voxer group or your team to brainstorm more ideas.

5 areas to focus on:

1. Physical visibility attracts new customers.
 - Stand out on your block, be different
 - Front windows
 - Logo your vehicle
 - signage, balloons etc
 - Bubbles outside
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2. Being findable when searched/ranking higher on the interweb
 - Level up your findability SEO

- Google business and Google Merchant
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 - Media articles
 - Your own SEO - website, etc (can't build on borrowed land)
 - Pinterest
 - Create content OFF social media
3. Paid \$\$ opportunities
- FB ads
 - Billboards
 - Google ads
 - Influencers
 - Sponsoring events
 - Hosting new events
 - Direct Mail
 - Paid referrals
 - Paid Collaborations
 - Run contest
 - Do markets/trade shows/etc where your people are
4. Intentional word of mouth from existing customers AND your network
- Invite a friend
 - Asking your clients
 - IG moments in your shop
 - Local collaborations and moments
 - ASK strategies
 - Invite other business owners to share your new thing etc
 - Did you know posts for your own people - use your own social
 - Ask existing clients to share your posts - invite followers
5. Actively setting up moments of opportunity
- Get out of your shop
 - Join associations, groups, etc
 - Be a community connector/
 - Connect/engage and follow social accounts/stages where your people are (10 mins a day)
 - Active community member
 - Networking
 - Get on local podcasts/ other people's stages
 - TV media - contact media, send goodies bag