

The 1-Page Marketing Plan Book (SHIFT.Camp 2024-2025)

The "During" Phase

4.0 Summary

Leads are people who know you and have indicated interest in what you have to offer by responding to your marketing message.

Capturing leads in a database system for future follow-up is critical to your marketing success.

4.1 Hunting vs. Farming

Those who come to us are the leads, and have to act as a hunter, to make sure that we follow up on that lead.

Hunter: a person who goes for a sell and explores the opportunities.

Farmer: a person who plants your seeds and wait for them to be ready to harvest. In the meantime, the person treats with care.

Hunters only sell their products/services.

Database of the leads, ideas, or people that came to us for a reason.

We should be farmers, rather than hunters.

4.2 Mining for Gold with the Ethical Bribe

Not all target market should be treated equally.

Treat interested people of yours differently, with a gift or service.

Recognize all those who are interested, those who may be able to pay later as well.

Ex.: You are welcome to receive our product for \$x, and if you can't, you can have our other product file for free.

Avoid selling directly from ad. — On average about 3% of your target market is highly motivated and ready to buy immediately.

CRM: Didar

Chart: the market for product of service

- Ready to buy - %x
- Very open to buying - %x
- Interested buy not right now - %x
- Not interested - %x
- Would not take it even if it were free - %x

4.3 Managing Your Goldmine

Have a database of the information of your target market.

The information and reaching out to the customers or interested people, creates a great resonance between you and your customers.

4 Capturing Leads

5.0 Summary

People are vaguely interested in what we exactly have to offer for our target market.

5.1 The Secret Behind the World's Greatest Salesman

This is a story of farming.

Story of Joe Girard, who sold cars by himself about 95% of all the dealerships.

Best UX, and human relationships who people could trust.

People often get exhausted after they communicate with people.

5.2 Marketing Like a Farmer

Average number of times a salesperson follows up a lead is 6-8.

The money is in the follow-up.

12 calls must happen to have an inclusive comprehension of the market.

Be a welcoming guest, rather than an annoying pest.

Process:

1. Advertise with the intention of finding people who are interested in the business.
2. Add them to the database.
3. Continually nurture them and provide value.

Don't sell until the person who is a customer. — Immediately after we have captured a lead, they should go into the system we have.

5.3 Building Your Marketing Infrastructure

A system creates a protocol that helps doing the follow-up. If the system doesn't exist, actions are done based on mood.

After the database of high-probability prospects is finished, the job is to market to them until they buy or die!

Start with small platforms, like a Telegram Channel.

5.4 Lumpy Mail and the Shock and Awe Package

Tools: SEO Youst in Wordpress

Lumpy mail is attention-getter and allows us with being creative with direct mail campaigns.

First impressions:

- Same same
- Crappy
- Mind-blowingly amazing

5.5 Become a Prolific Marketer

Make a lot of offers.

Start to get a sense of what is good based on the many offers.

Don't timid of offers.

5.6 Make It Up, Make It Real and Make It Recure

Business is a team sport.

Three major types of the business work:

- Entrepreneur** — The person who brings the ideas and visions.
- Specialist** — Implementer of the entrepreneur's vision. An engineer, a vc, ...
- Manager** — They make sure things are getting done well.

Make It Up person

Make It Real

Make It Recur

If you don't have these members, create a system and process to do so.

Money talks, but we can gain money every now and then. However, it doesn't apply to the time.

Anyone with at least 80% of our quality are okay to delegate or outsource.

Learn how to separate the majors and the minors. A lot of people don't do well simply because they major in minor things.

Don't mistake movement for achievement. Answer: busy doing what?

Days are expensive.

We can no more afford to spend major time on minor things than we can to spend minor time on major things.

5 Nurturing Leads