

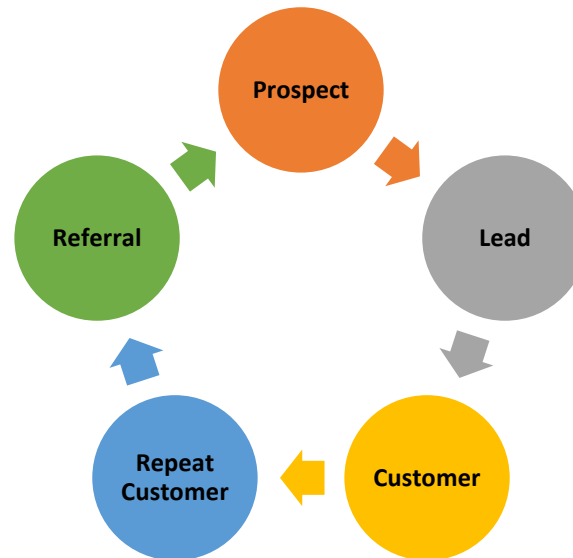
Mapping Your Business

Your Customer Lifecycle

What Are You Doing In Each of These Areas?

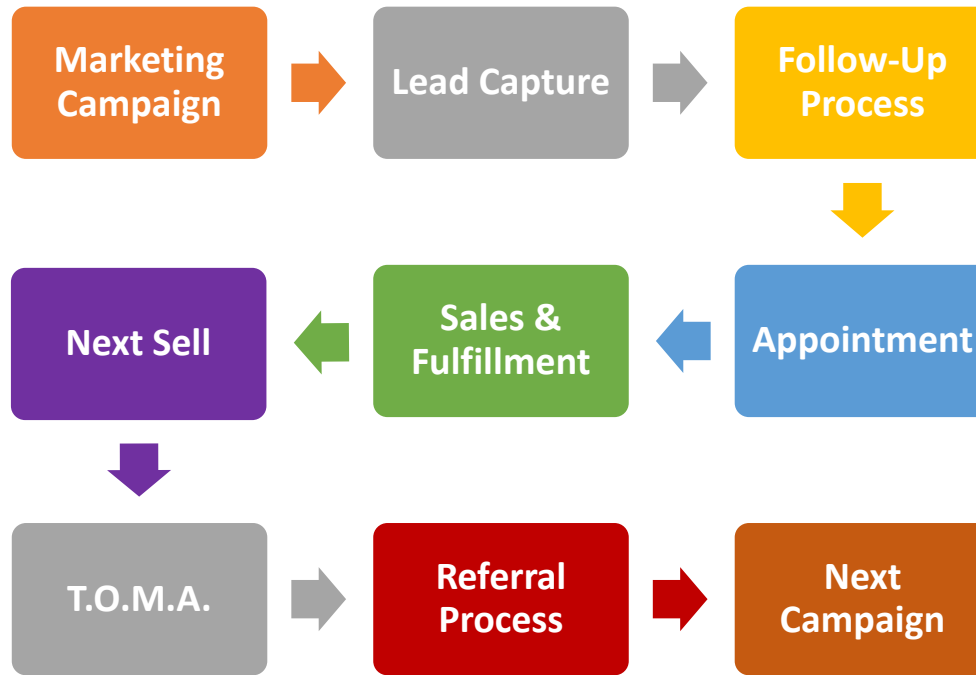
	What is This?	Need To Do It	Doing it Some	Doing It Well	Next Action Step
1. New Customer Acquisition					
2. Non-Buyer Follow-Up					
3. Lost Customer Reactivation					
4. Referral Program					
5. Special Promotions					
6. Evergreen Programs					
7. Continuity (Repeatable Income) Programs					
8. Ascension					
9. Upsells					
10. Downsells					

Customer Lifecycle



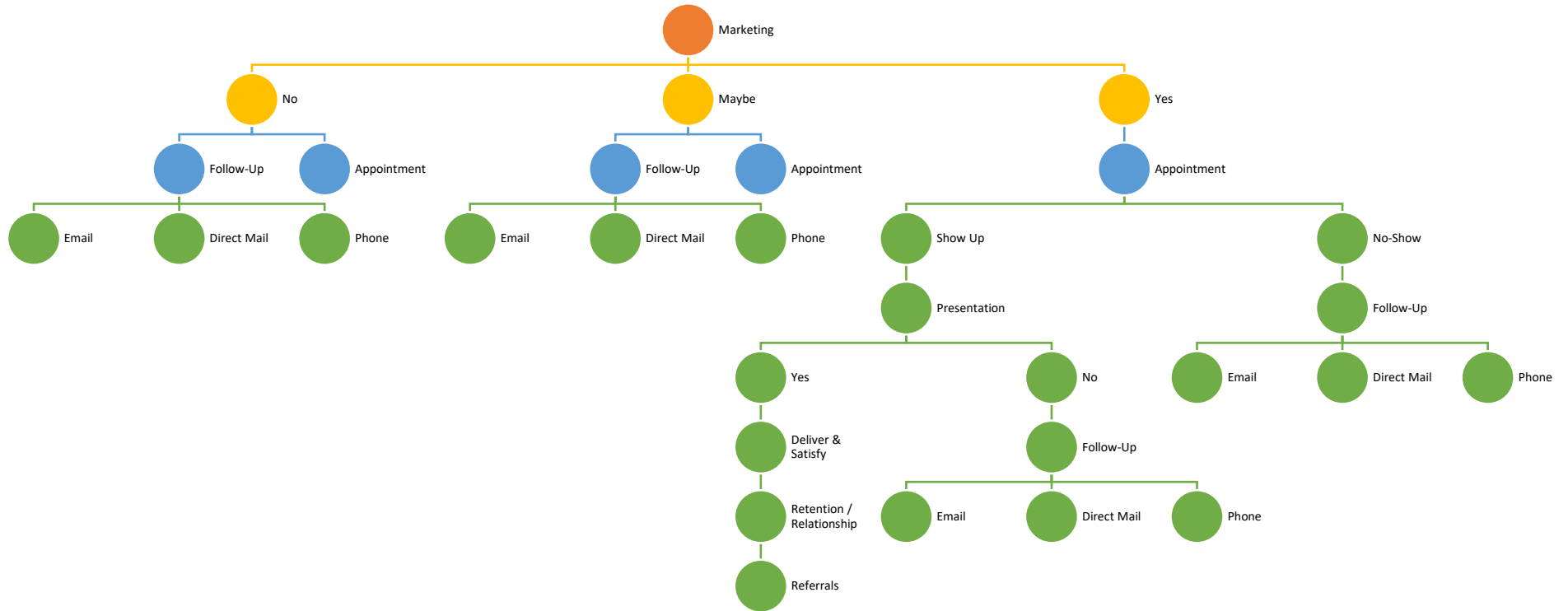
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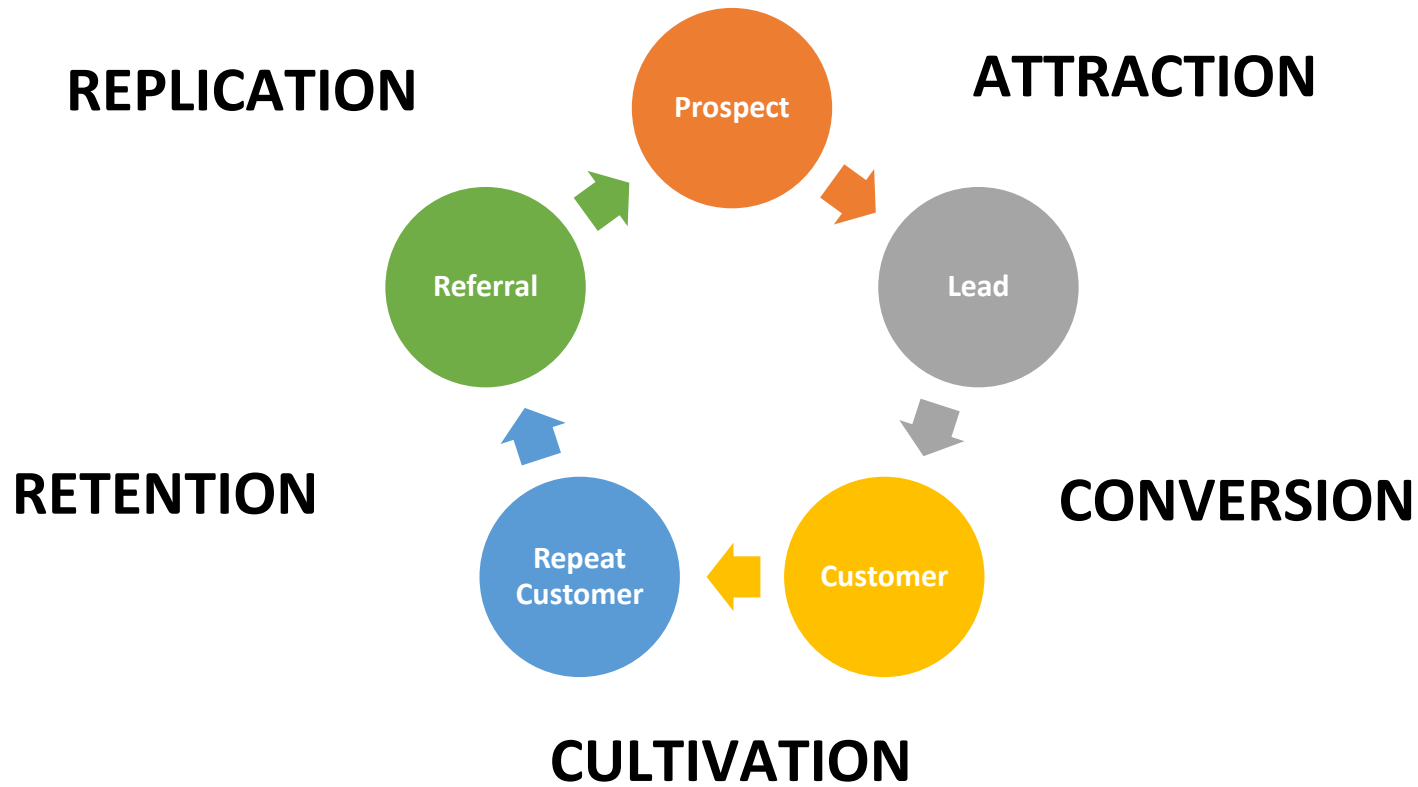


Your Unique Value Proposition

I help _____ do _____ even if _____.

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Customer Lifecycle



Who Is Your Ideal Customer?

*Demographics, Psychographics
What keeps them up at night?*

What Is Your Unique Message?

*What is the main problem they have right now
you can uniquely solve?*

What Are Your Best Media Sources?

*Where do your ideal clients "live" and what are
the best media channels to get your unique
message in front of them?*

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A “Dear John” Letter From Your Ideal Client

Dear John, I’m 67 years old and my husband, also 67, and I are about to retire. He’s worked hard his entire life while I stayed home to take care of the kids. All we have to live on once he quits working is the money he has saved in his 401k and our Social Security. The recent pandemic caused him to lose about 30% in his retirement account, so we’re going to be living on less money than we thought.

Do I need to encourage my husband to keep working for another year or two to earn back what we lost in the pandemic, or is it possible that we’ve actually saved enough to enjoy our retirement? The last thing we want to happen is to run out of money before we both leave this earth. Our health is not the best, and if we get sick, we’re also concerned that may wipe us out financially.

Our neighbor got sick and ended up in a nursing home. They saw their entire life savings wiped out in a matter of months and how his poor wife is left scraping by every month just to pay the bills and put food on her table. We’re helping her out, as are some of our other neighbors, but it is scary.

The guy we are working with now tells us not to worry, we’re going to be OK, but he isn’t actually telling us what OK looks like. Is there someone I can talk with who understands our fears and concerns and can help us know if what we have is going to be enough – or can tell us what we can actually expect to have available to spend when we retire?

Your Unique “Dear John” Letter
