

The 3 Major things you need to know from: BUILDING A STORY BRAND BY DONALD MILLER

1. "Pretty websites don't sell things, words sell things."

What does that mean for the entrepreneur? Clarify your marketing message

Simple Understandable Communication that tells the website visitor how you will help them to meet their primary needs.

How is this helping my customers meet their primary needs? (According to Maslow's Hierarchy of Needs)



What are the aspects of your offer that will help your customer survive and thrive?

Simply: Why does your customer need what you have to offer?

If you've ever watched Shark Tank U.S.A you've heard Mr Wonderful say these entrepreneur shattering words, "clever product but no-one needs it."

2. Your customer cares ONLY about QUICK RESULTS.

Does your website provide information to help your customer SURVIVE AND THRIVE quickly?

Make sure your lead magnet is a high value quick results offer. This is your opportunity to frame your business in the mind of your target client. Make it count!

How many of us made this HUGE mistake in trying to grow our email list? We just put 'Sign up for my newsletter' and ended there....can you hear the crickets (cause I did). Nothing about what the customer gets and how this information is going to help them survive and thrive.

WE ARE IN A COMPETITION FOR ATTENTION!!!

Everything is trying to get our customer's attention. Why does your offer deserve 50 seconds of their limited time (Why 50 seconds? TikTok! Instagram reels! YouTube Shorts! Need I say more. They've done the research.) Understand they'll never get that 50 seconds back. Be sure you don't waste their time and your time. CLARIFY YOUR MESSAGE.

3. BE MEMORABLE! MAKE YOUR ONLINE PRESENCE "STICKY"

What makes us remember a song?

I'll throw out some describing words: feel good, evokes strong emotions (happiness or sadness), inspires a good time, takes away stress/pain, catchy

These are all the things your brand has to do to be remembered!

Apply the answer to this question to all your online and offline presence continually: How do I increase stickiness? i.e. Create an environment for your customer to get lost in. Imagine this, when Nike's ideal customer walks into a store, they can spend all day in there because that environment has been carefully crafted to keep them happy, excited, and opening their wallet! When your ideal customer lands on your instagram, how can you make it so they get lost on your page?

WARNING! You're not going to accomplish this overnight. Respect the process!

THEN, beyond being a great inspiring environment that your ideal client can't get enough of.

Answer this question:

HAVE I DEMONSTRATED ENOUGH COMPETENCY IN MY MARKETING MATERIALS?

Here's your action plan:

1. Trial and Testing.
2. Come up with a strategy. Or let us help you with this. DM or Email
3. Be consistent with it for at least 90 days.
4. Review the analytics.
5. Understand what the data is saying. What should you do more of? What should you stop doing?
6. Make the changes from the NEW insights
7. Go back to a.

YES! It's a slow process. Big corporations have departments dedicated to this. As an entrepreneur you do not have that luxury, but don't not let that deter you.

As an entrepreneur you have the ability to fail faster and learn more rapidly. Our biggest challenge is to be disciplined in executing our strategies and focused on consistently getting better daily.

There's less competition on the extra mile! Position yourself to get lucky

"I have seen something else under the sun: The race is not to the swift or the battle to the strong, nor does food come to the wise or wealth to the brilliant or favor to the learned; but time and chance happen to them all." Ecclesiastes 9: 11

Sharpening your Faith + Mindset + Business

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