

# Lifecycle Marketing Workbook

**Infusionsoft.**  
CERTIFIED PARTNER



# Attract More Leads to Your Business

Identify your target market and bring in new leads

## Identify and attract your target market



### Who are my ideal customers?

(use demographics and other details you have gathered)

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### What do they care about?

(efficiency, ease of use, time, etc)

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### Where do they “hang out?”

(social media, online, conferences, etc)

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### What would be attractive to them (what is the “apple” that they would enjoy)?

(educational materials, coupons, contests, etc)

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### How can I make a “corral” for potential customers who are interested in the attractive offer? (database, spreadsheet, CRM, etc)

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# Sell More, Earn More

Get organized, educate your leads and close more sales



## Educating Leads

**1. What questions do potential customers have before they buy from me?**

(product details, cost, warranty, social proof, etc)

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**2. How can I address those concerns?**

(email series, white paper, website, videos)

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**3. How can I offer more value as I educate potential customers?**

(send additional resources, showcase differences between our product and others, special offers, etc)

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## Make the Offer

**1. What is my compelling offer?**

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**2. When should I extend the offer?**

(after they read the e-book, after a conference, when they initiate a call with a sales rep, etc)

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**3. What does a prospect that is ready to buy “look like?”**

(watched a video, read an e-book, etc)

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## Close the Sale

**1. How do customers buy from me?**

(online, in person, sales team)

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**2. Is this an easy way to buy?**

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**3. How can I make it even easier?**

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**\* Take some of the ideas you brainstormed above and choose 2-3 actionable items you can start implementing right away.**

**4. What are the top 2-3 things I can do to improve my selling system?**

1 

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2 

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3 

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# Wow Your Customers

Create a culture of Wow to earn repeat sales, referrals and testimonials

**1. What are 5 things I can do to wow my customers during the first 30 days?**

(send cards, quality and unique packaging, coupons, personal phone call, etc)

1

2

3

4

5

**2. What are 5 things I can do to continue to wow my customers after the first 30 days?**

(periodic surveys, birthday cards, holiday announcements, etc)

1

2

3

4

5

**Circle your top 2 ideas** for each category and start to put a plan in place.

Additional items to work on

**1. How can I find out how my customers are feeling?**

(surveys, email, phone call, etc)

**2. When a customer isn't happy, what can I do to reach out and make the situation better?**

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**3. When a customer is happy, how can I ask for referrals, repeat sales or testimonials?**

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# Wow My Customers Worksheet

1. Place an X in the box next to the items that you'll want to use to wow your customers.
2. Add additional items that you want to incorporate in the space provided.

## 50 Cost-effective Ways to Wow Your Customers

	Fulfill orders on time		Respond to complaints
	Follow-up with emails		Call them and say thank you
	Answer questions that they pose		Send a handwritten thank you note
	Send a \$5 gift card with every purchase		Send a lottery ticket with every purchase
	Start a rewards or loyalty program		Feature a customer on your website
	Provide a surprise discount		Send cookies, fruit, or flowers
	Send a book with a personal note		Donate on behalf of your customer
	Send a pizza or a pizza gift card		Plant a tree on behalf of your customer
	Provide special private shopping hours or prizes during certain hours		Meet up with customers in the cities that you are visiting
	Throw a party for all of your customers at your next major event		Randomly select a few customers to receive a product that you upsell
	Provide a gift card for an item in your store or on your website		Provide an upgrade for free
	Provide offers to customers who contribute ideas or engage with your company online		Send unique swag, such as a guitar pick earrings for music lovers or sippy cups for parents with kids
	Celebrate an event, such as a birthday or anniversary		Schedule lunch at your office and invite customers to attend and share feedback
	Celebrate a milestone, such as number of years as a customer		Tell your customers how their feedback was implemented
	Send a gift card for a free car wash		Give them a free song download
	Offer free wrapping for product purchases		Include a free USB flash drive with their order
	Name a star after their company		Send a laminated reference guide or chart
	Send a box of office supplies		Create a video message and send it via email
	Send them a Payday candy bar		Send a small gift
	Provide group/bulk order opportunities		Upgrade their shipping to priority mail
	Follow them on Twitter		Hire them
	Give them bonus items		Pre-order exclusive items
	Send personalized address labels		Give them an inexpensive photo album
	Send samples of new products		Provide a make-over related to your product
	Give a night out at the movies		Send them a travel mug filled with tea

