

Unleash the
FLOOD
Of New
Customers

RETAIL MARKETING
ACADEMY

TO GET THE MOST FROM THIS TRAINING,
PLEASE PRINT THIS ACTION GUIDE NOW!

TIPS TO GET THE MOST FROM THIS TRAINING:

1. Print out this action guide so you can take notes during the training.
2. Jot down ideas about how you can quickly implement the strategies we discuss.
3. Commit to implementing at least 3 of the tips in the training within the next 7 days.

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ACADEMY

Unleash the Flood of New Customers

Action Guide

Three Road Blocks Delaying My Success:

1. _____
2. _____
3. _____

Where should I focus my marketing efforts?

1. _____% of new customers interact with a _____ at least once before purchasing from a small business.
2. _____% of consumers rely on _____ for information on small businesses.
3. _____% of consumers rely on _____ for information on small businesses.
4. _____% of consumers rely on _____ for information on small businesses.
5. _____% of consumers rely on _____ for information on small businesses.

Five Steps Strategy to Unleash a Flood of New Customers:

1. _____
2. _____
3. _____
4. _____
5. _____

Identifying Your Ideal Client:

Who is your ideal customer?

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What are a few characteristics you could target to ensure my marketing efforts reach only those consumers with the means and motivation to buy from your small business?

Breaking Through the Noise:

Three ways to grab attention of your ideal customer:

- a. _____
- b. _____
- c. _____

Revenue Potential of a Focused Marketing Strategy:

\$ _____ Spend / \$ _____ per Opt-In = _____ Brand New Prospective Customers

_____ % Redemption (conservative estimate) = _____ Sales

_____ Sales x \$ _____ average transaction value = \$ _____

Notes
