



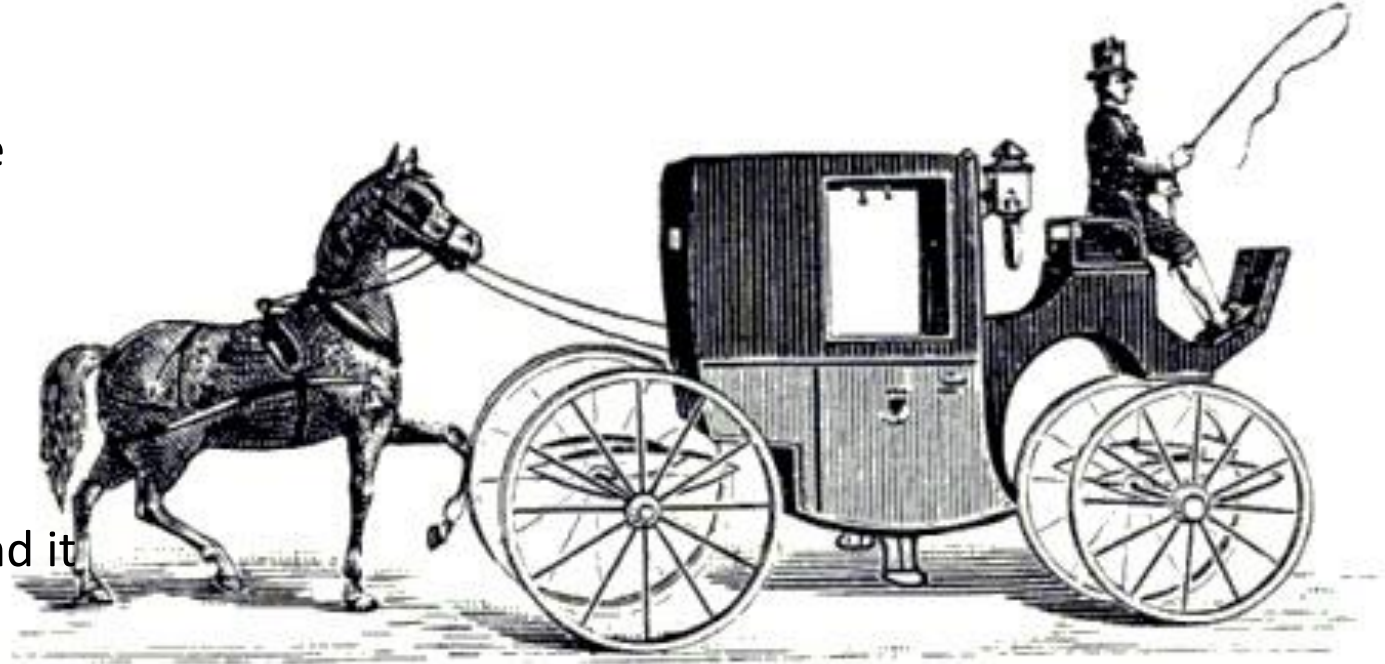
Winning the War Without the Battle: Understanding What Your Clients Want and Need

WordCamp Riverside
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November 4, 2017

Putting the Website Building “Cart” Before the Business Strategy “Horse”

How often does this happen?

- You spent a lot of time putting together a fantastic proposal for your new prospective client
- They picked you. Yeah!
- Now, are you going to “win the war”?
- Unfortunately, the answer is likely "no" - and it is not your fault.
- **The result is often predictable.**



How can you clearly understand what your clients want and need (especially, since they are often vague about it themselves)?

A Powerful Possibility

What if we could be effective with **coupling the design of websites with meaningful business strategy?**



Website Design



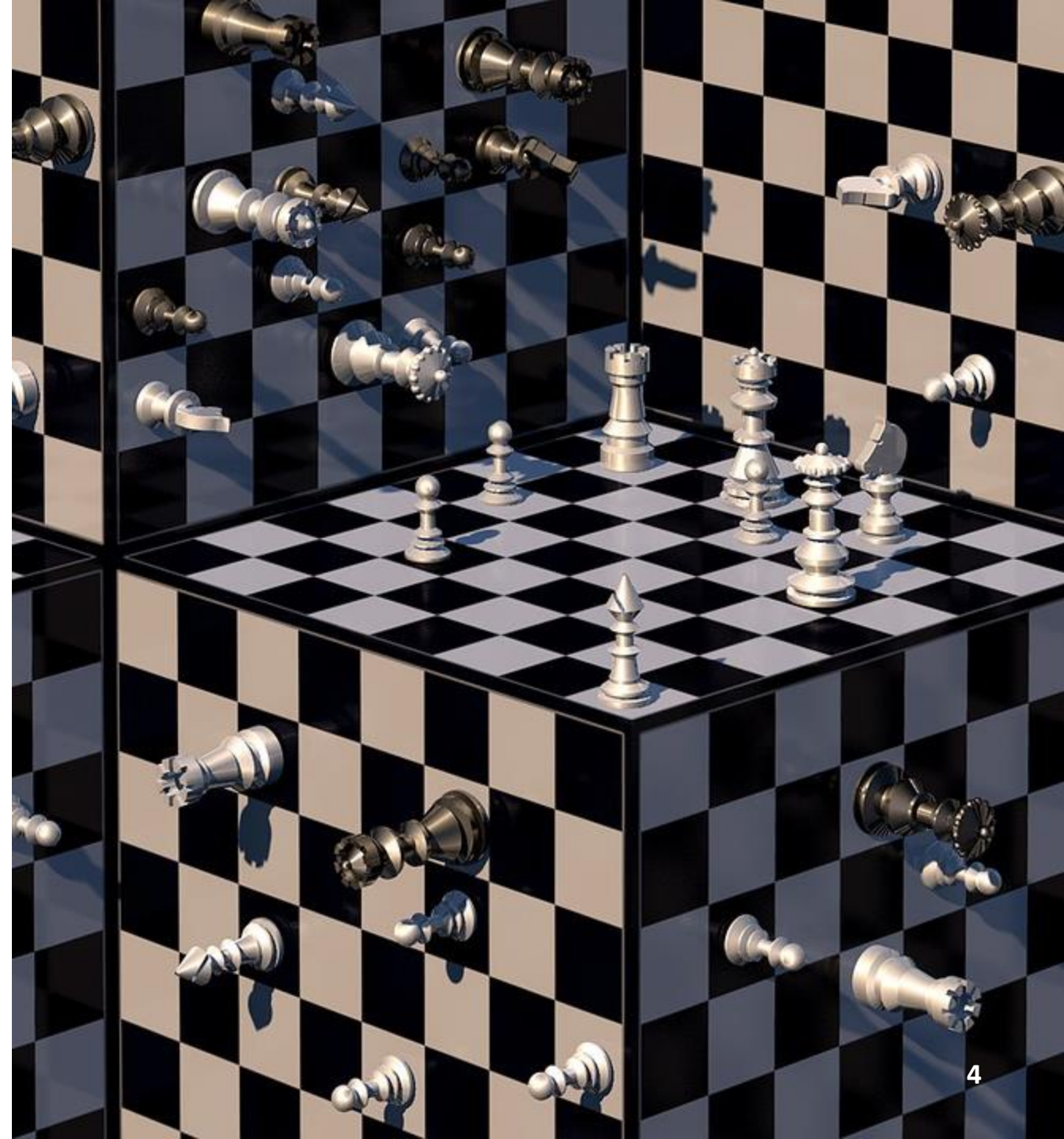
Business Strategy

My Promise to You

Discover an **easy method** to **gain clarity** on the **best strategy** right at the **beginning** of the project.

The Benefits:

- You are now able to decide on the right strategy and tactics that win the war for your client – without the battle.
- **Save yourself and client a lot of time and frustration**



Takeaways for You

- New thoughts on
 - **How** to understand what your clients **really** want and need
 - How to make the process **simple**
 - How to reach that understanding **quickly and with certainty**
 - **Win the war without the battle!**
- Resources
 - My presentation slides
 - The tool I am sharing with you
 - A business book for Geeks



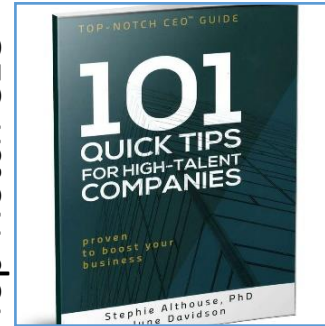
A Quick Background

- A short intro about me
 - Recovering Chemist/ Innovation Geek
 - Geek Guru: Business turnaround & growth
 - Wordpress enthusiast & Beaver Builder Fan
 - Mom, Happy Camper, dog lover
- A word about “geeks”
- Let’s get more effective at transforming immense talent into wealth (which to me means money, impact and quality of life)
- What is the “Geek’s Dilemma” (and why do you care?)

Celebration



Top-Notch CEO



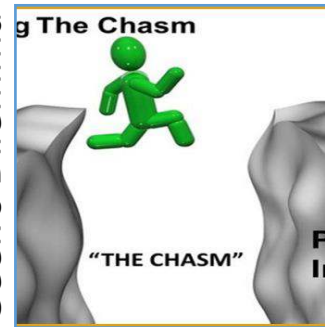
Wealth



Me



Geek's Dilemma



What is the Geek's Dilemma?

- How much do any of us learn in “Geek School” about
 - Leadership
 - Business
 - Marketing
 - Doing anything with our “Geek skills” beyond getting a “good job”?
- **The answer is “Not much”**
- **The result:** Your clients are probably great in their field but not equally great in business or marketing.
- The challenge is to transform talent into wealth



What Does the Geek's Dilemma Mean To You?

- Business Owners (your clients and/or you yourself) generally are **experts in their respective field**
- One fine day they decide to convert that expertise into a business instead of working for someone else
- Now they need a website, design, content and business advice because
 1. Business owners know that they need a business website to look legitimate
 2. They also would like to attract clients to them via their online presence



How Can You Overcome the Geek's Dilemma?

- Ask your clients more questions
- Help them realize that they need a strategy – not just one or several tactics
- **Definition of Tactic** = an action or method that is planned and used to achieve a particular goal
- **Definition of Strategy** = a plan of action or policy designed to achieve a major or overall aim (synonyms: master plan, grand design, game plan, action plan)



Who Are We Talking to With This Website?

- Often the business owner is “hungry” for any and all clients
- The niche is badly defined
- The message is badly defined
- The focus is on tactics (website, facebook, twitter, YouTube, SEO, etc. – yet, there is no cohesive strategy)



Executing Tactics Without Strategy

The Result?

1. You end up developing and designing an awesome looking website
2. But: The client directed you to communicate a message that was designed to be compelling but actually fails to engage the ideal clients. (Not your fault ... chances are you'll be blamed anyway)
3. The website ends up being online business card without the right message.



To Win the War Without the Battle Your Client Needs...



Meet the Digital Marketing Strategy Extractor™ (DMSE)

- Vision
- Mission
- Goals
- Overall Strategy
- Marketing Strategy
- Current Clients
- Ideal Clients
- Success Metrics
- Search Keywords
- Action Plan



Vision



Mission



Goals



Overall Strategy



Marketing Strategy



Current Clients



Ideal Clients



Search Keywords



Success Metrics



Action Plan

Vision

Ask your client:

- What do you envision?
- Where are you going?
- What do you see as possible, now and in the future (mid-term, longer-term)?
 - What the business does
 - Unique Selling Proposition (“Juicy Benefits”)
 - Revenue
 - Locations
 - Team
- What exit plans do you have?
- What else is important to you?



Vision - Example

- XYZ company is a national brand that stands for helping people, fun and adventure:
- **Main component: hard money lending:**
- Phase 1: the biggest hard money lender in the city A
- Phase 2: expand into ... county and city B
- Phase 3: potentially expansion beyond that (could be nationwide)
- **Other components:**
- Campground
- Great adventure; fun; make money, help people (donate \$ for causes), travel the world, help people through hard money lending
- I see myself do this all of my life... which requires that the business is systematized well enough to give the freedom I want to work and play in a dynamic work-life harmony



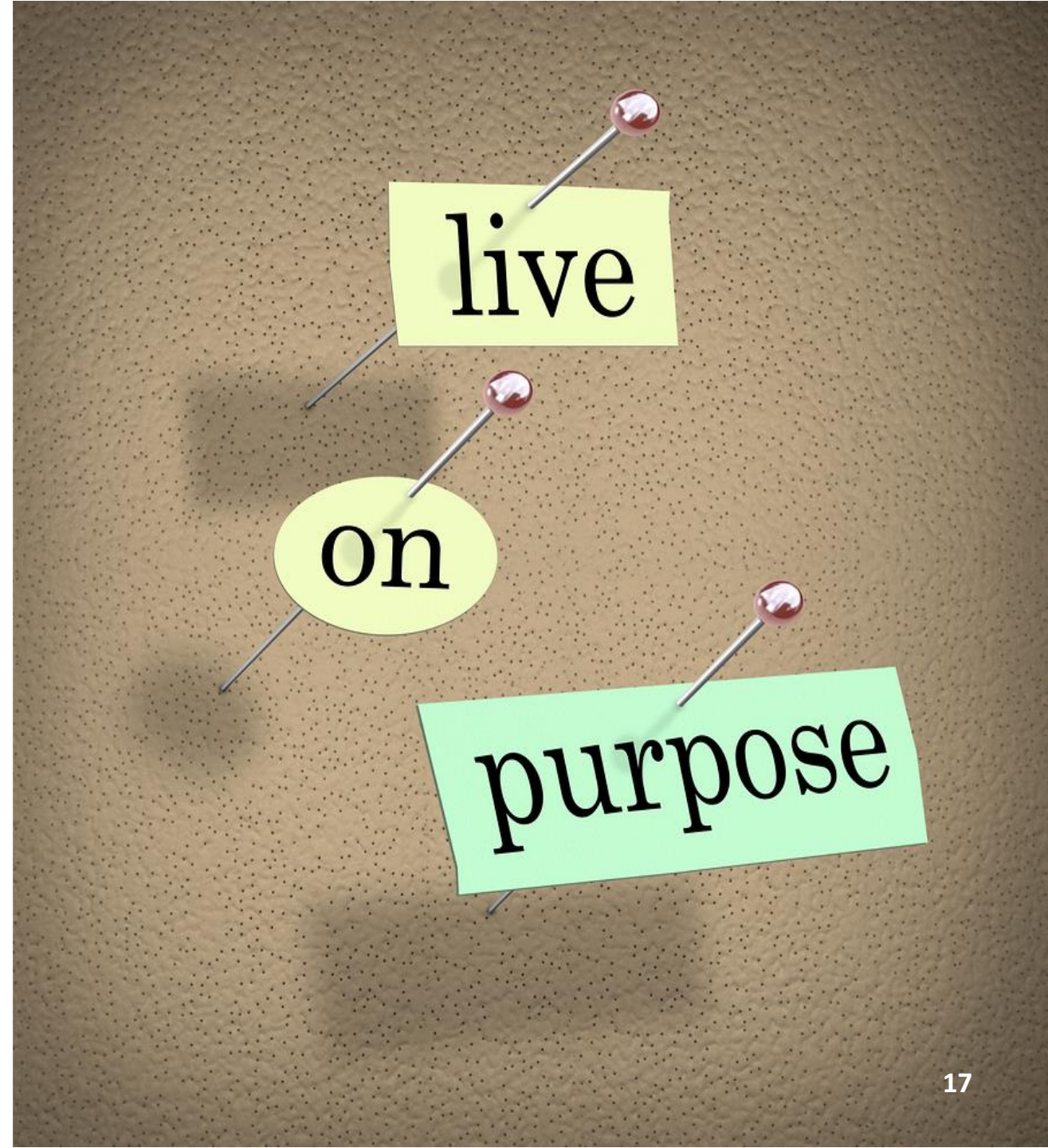
Mission

- What is the purpose of your business? Why are you doing this?
- Which problem are you solving for whom?
- Challenge them to express it in 8-12 words



Examples of Mission Statements

- To help people invest their money while providing real estate loans that banks can't provide
- Transform the drafting, amending, publishing and codification of legislation, regulations and other critical government documents
- Elevate the quality of life in elderly care clients while protecting their assets
- Providing high-integrity boat maintenance services to boat owners
- Be the very best business in bath refinishing (we are the business to beat)
- Transform Talent Into Wealth For Geeks by Geeks



Goals

- What are your goals? E.g.,
 - Revenue goals
 - Business segment goals
 - Team goals
 - Impact goals
- All goals must have be SMARTER (specific, measureable, attainable, relevant, time-bound, excited, recorded)
- I like to ask about personal goals, too - to make sure they jive with the business goals



Overall Strategy

- What are the overall business strategies your client is working on (not too many at once)?
- Even by asking this question you get the client to think: “Are my strategies in line with my goals?”
- Examples:
 - Marketing, sales, systems, team, distribution, ...



Strategies - Examples

- Branding
- Marketing
- Networking
- Sales
- Distribution channel/s
- Referral program
- Team building
- Work elimination
- Work delegation
- Product development
- Intellectual property
- Company culture
- Equipment
- 80/20 customer
- Customer service
- Work environment
- Legal protection
- Knowledge/ skill development
- Team development/training
- Capital raising
- Time management
- Quality control



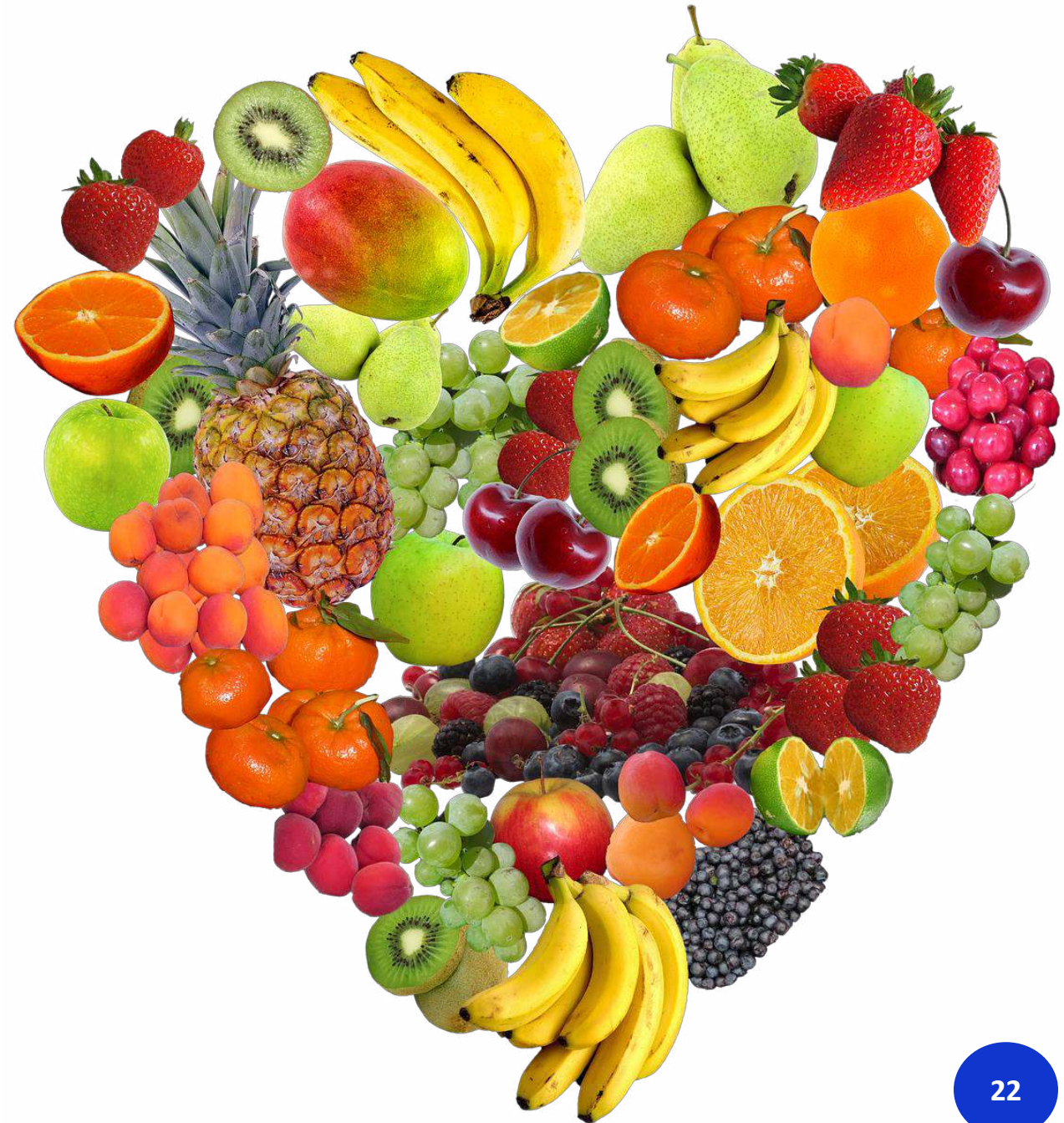
Marketing Strategy

- Now you are drilling even deeper
- The marketing strategy is one of your client's strategies
- May consist of online and offline component
- Look at the big picture with Fresh Eyes
- Which strategy makes sense?
- Which tactics should be part of the strategy?



Current Clients

- No strategy can work without understanding who the current clients are (unless it's a brand new business)
- All clients are not created equal
- Consider the 80/20 rules:
 - It is likely that a small % of clients create way more reward than the rest
 - Another small % may suck up way too many resources



Ideal Clients

- Now then: Who are the ideal clients?
- This choice often is hard for your client
- You can help!
- With offline marketing it is (slightly) more possible to have a broad niche
- Online you must be more narrow to be found via SEO



Search Keywords

- Identifying promising keywords can help with defining the niche
- Want high search volume with acceptable competition, e.g., “women in STEM”
- Sometimes you will decide to also create a new term that you can dominate over time, e.g., “Geek’s dilemma”



Metrics

- You must set up metrics
- That way you and your client will be able to measure your success clearly
- Likely, it is parameters such as site visitors, conversions of visitors into subscribers, store purchases, visibility rankings, site health, etc.
- Do your best to get a handle on ROI, too – great for success stories that help your gain more clients!



Action Plan

- This is where the rubber hits the road!
- Outline with your client the action steps for the next 90 days (with dates!)
- Creates accountability
- If that isn't your thing consider working with someone who is good at this
- **Your client's results (and hence his/her testimonials for you) will be even more glowing!**



Your Fresh Eyes Help Win the War

- Remember: your Fresh Eyes matter!
- No one, not even the best coach or consultant, can be effective to do DMSE alone!



Brilliance Extraction

- The digital marketing strategy extractor (DMSE) is part of our Brilliance Extraction process we use for “Geeks” 😊
- Brilliance Extraction is about pulling someone’s expertise out of their head, articulating and documenting it and making it useful to others
- Course creation and training materials
- I am giving you the DMSE tool to use with your clients
- Strategic partnership opportunity, too



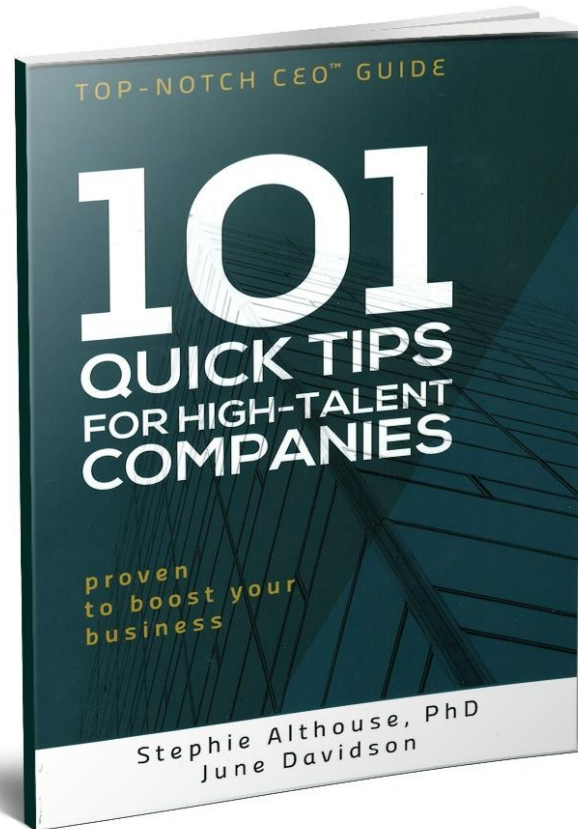
Resources

- This slide deck – download at topnotchceo.com/WordCamp
- The Digital Marketing Strategy Extractor™ tool
- The Book “101 Quick Tips for High-Talent Companies” – download from TopNotchCEO.com



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Overcoming The Geek's Dilemma: The Big Gap Between Talent & Success



Transform Talent Into Wealth™ System



You can get a free electronic copy at TopNotchCEO.com

Lots of Resources For You at TopNotchCEO.com



Top-Notch CEO Academy



TopNotchCEO.com



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