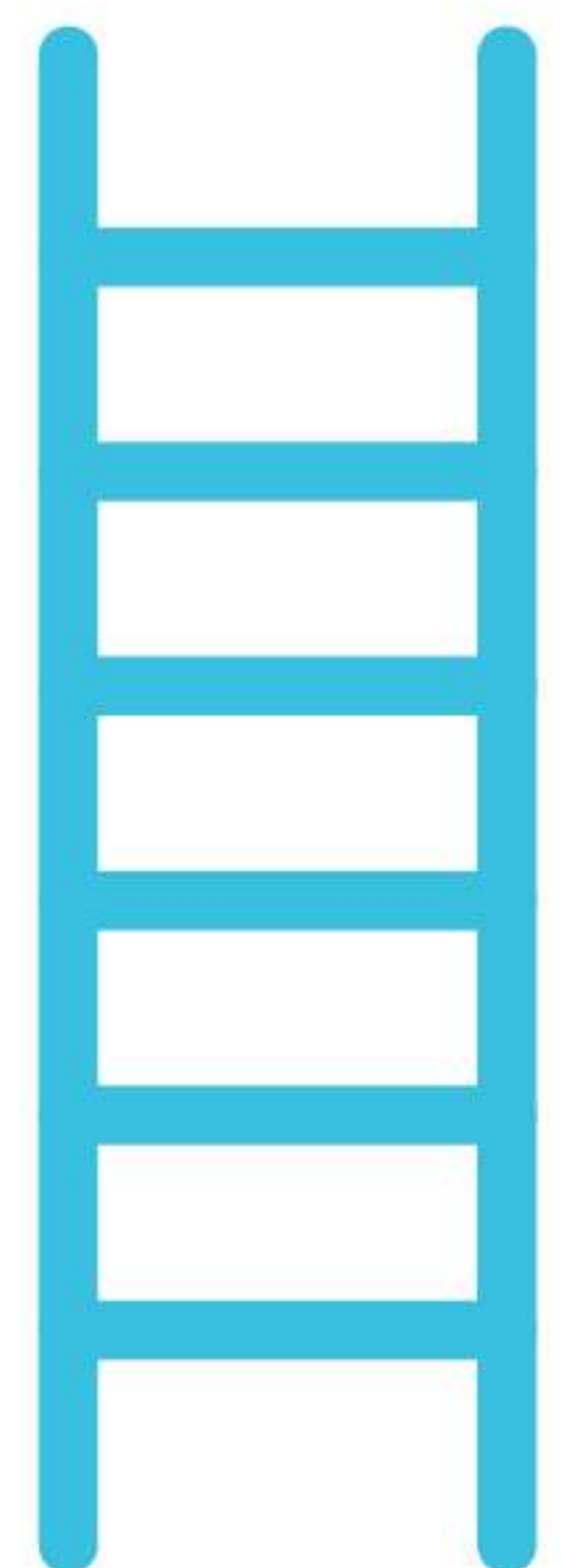


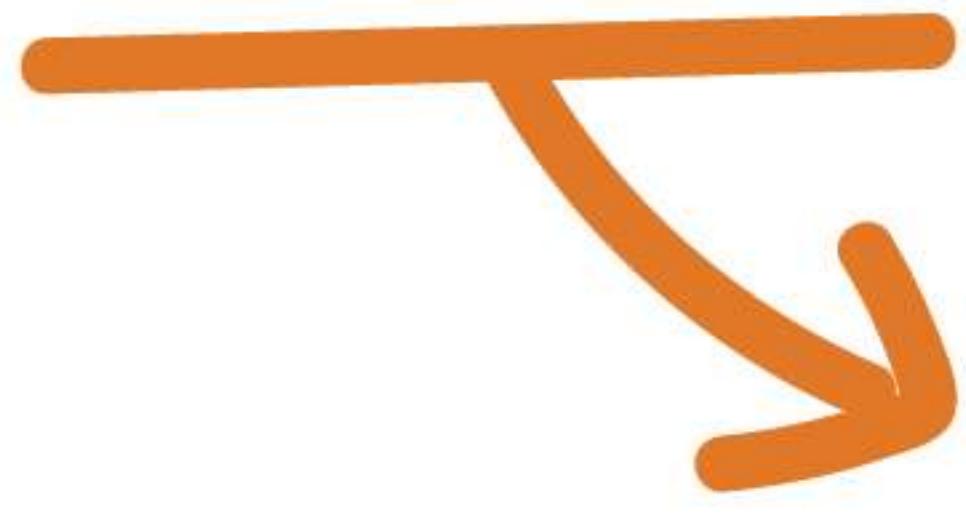
MAKE IT MEMORABLE

Learn how to ditch the sales pitch

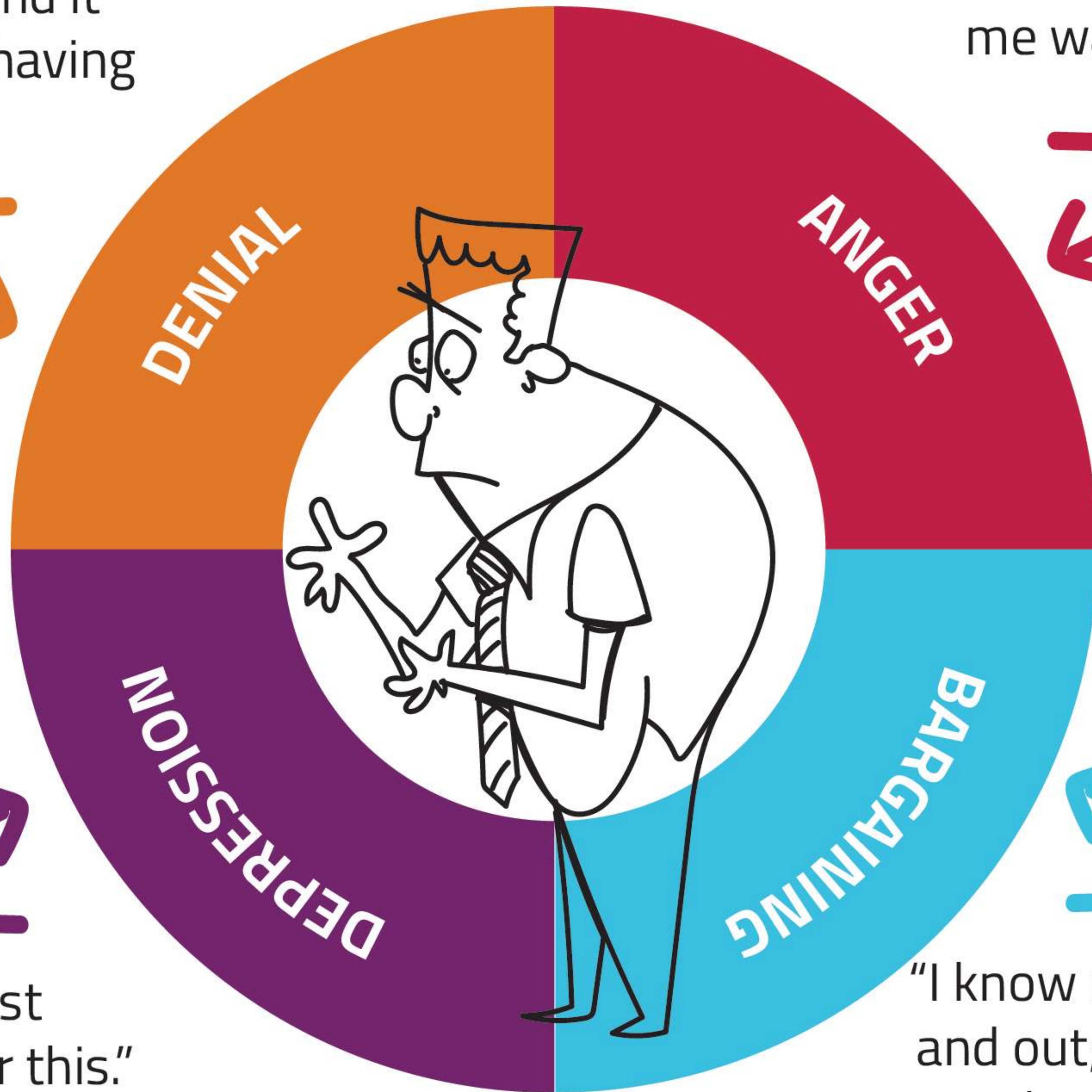


THIS YOU?

"My service is great. People will find it without me having to say it."



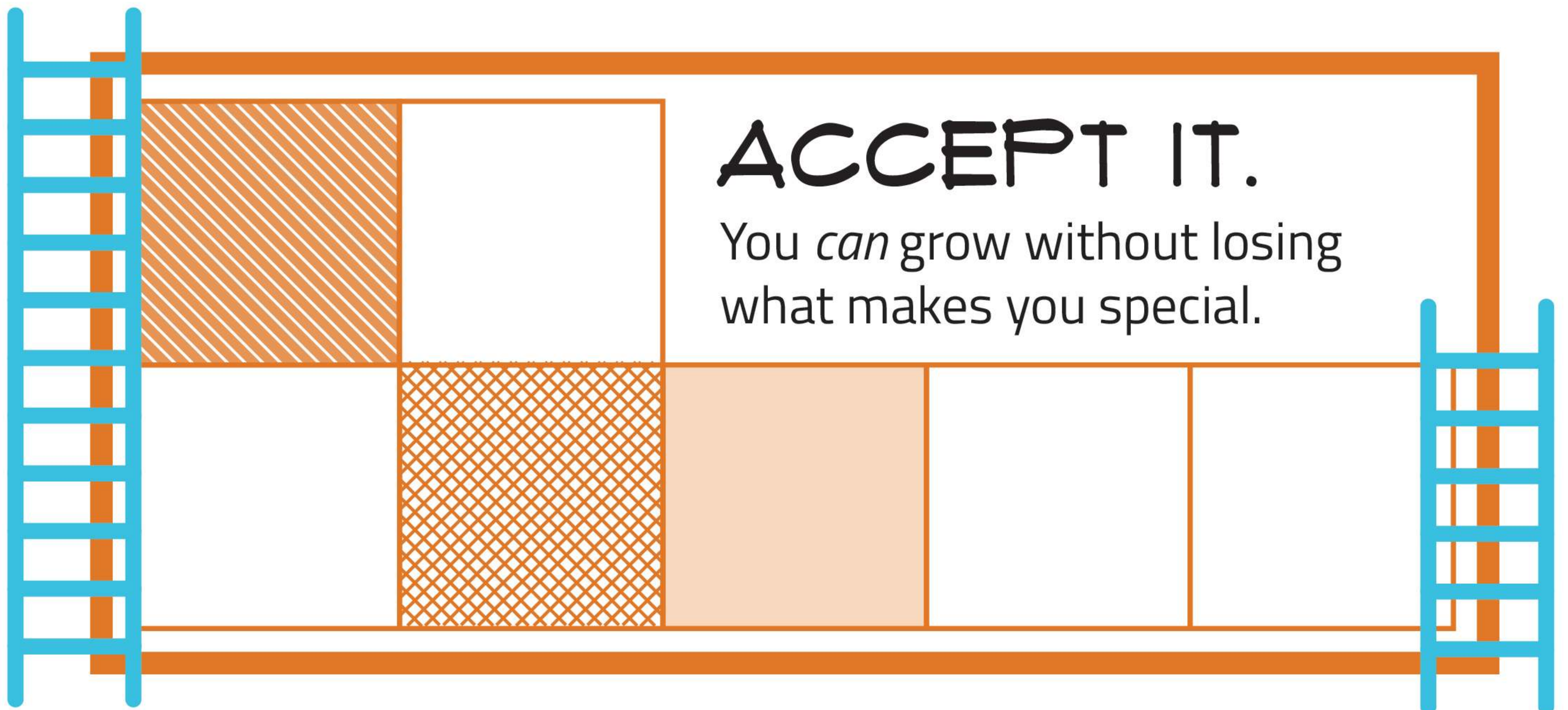
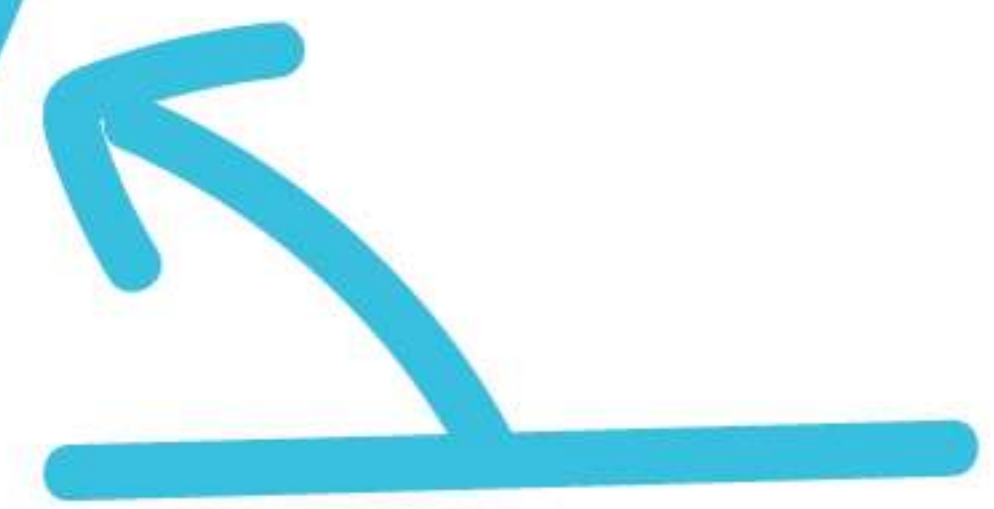
"The thought of having to sell myself makes me want to vomit."



"Maybe I'm just not cut out for this."

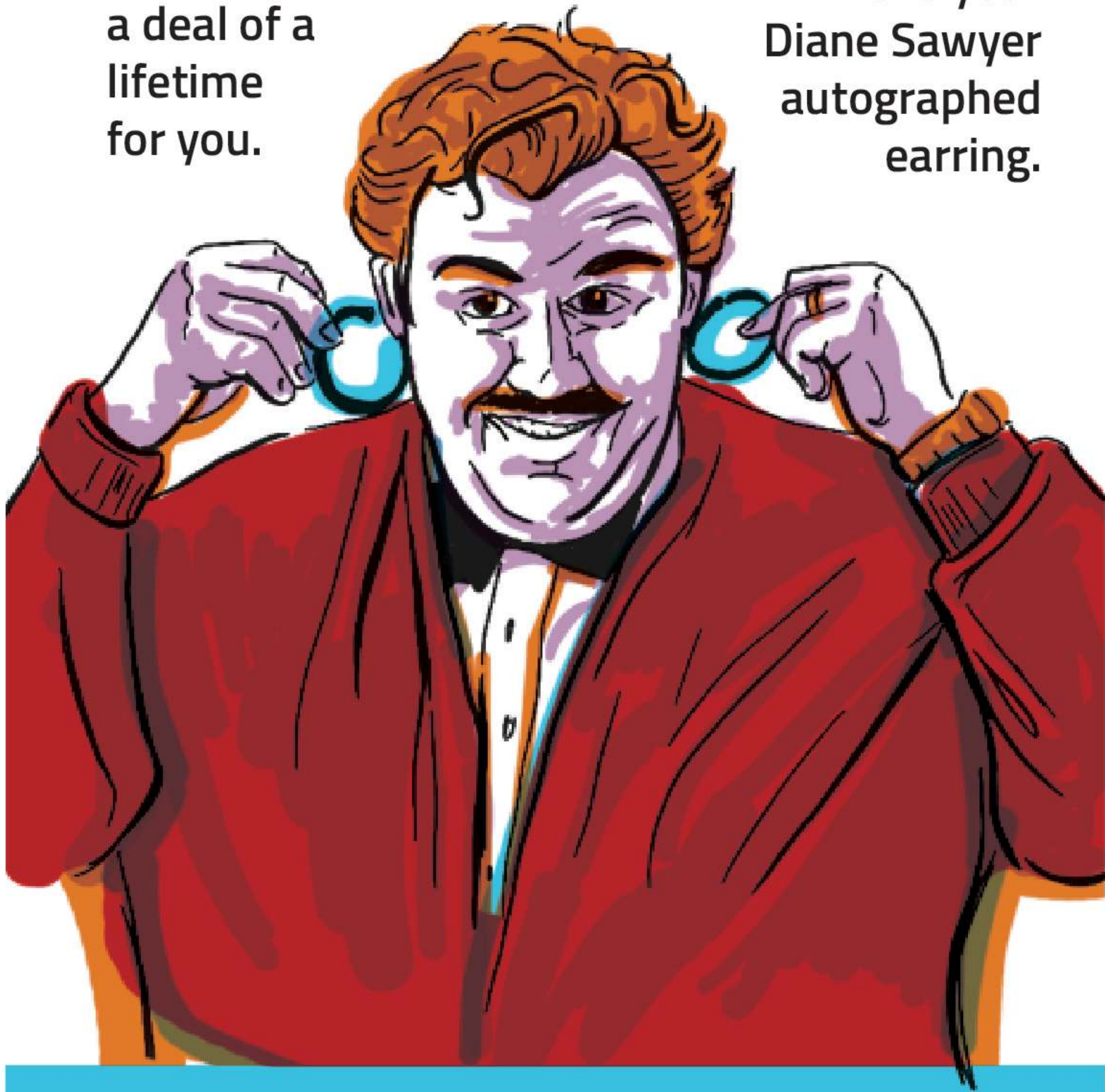


"I know my craft inside and out; why isn't that enough to win a client?"



I have got a deal of a lifetime for you.

This is your Diane Sawyer autographed earring.



SOCIAL PROOF

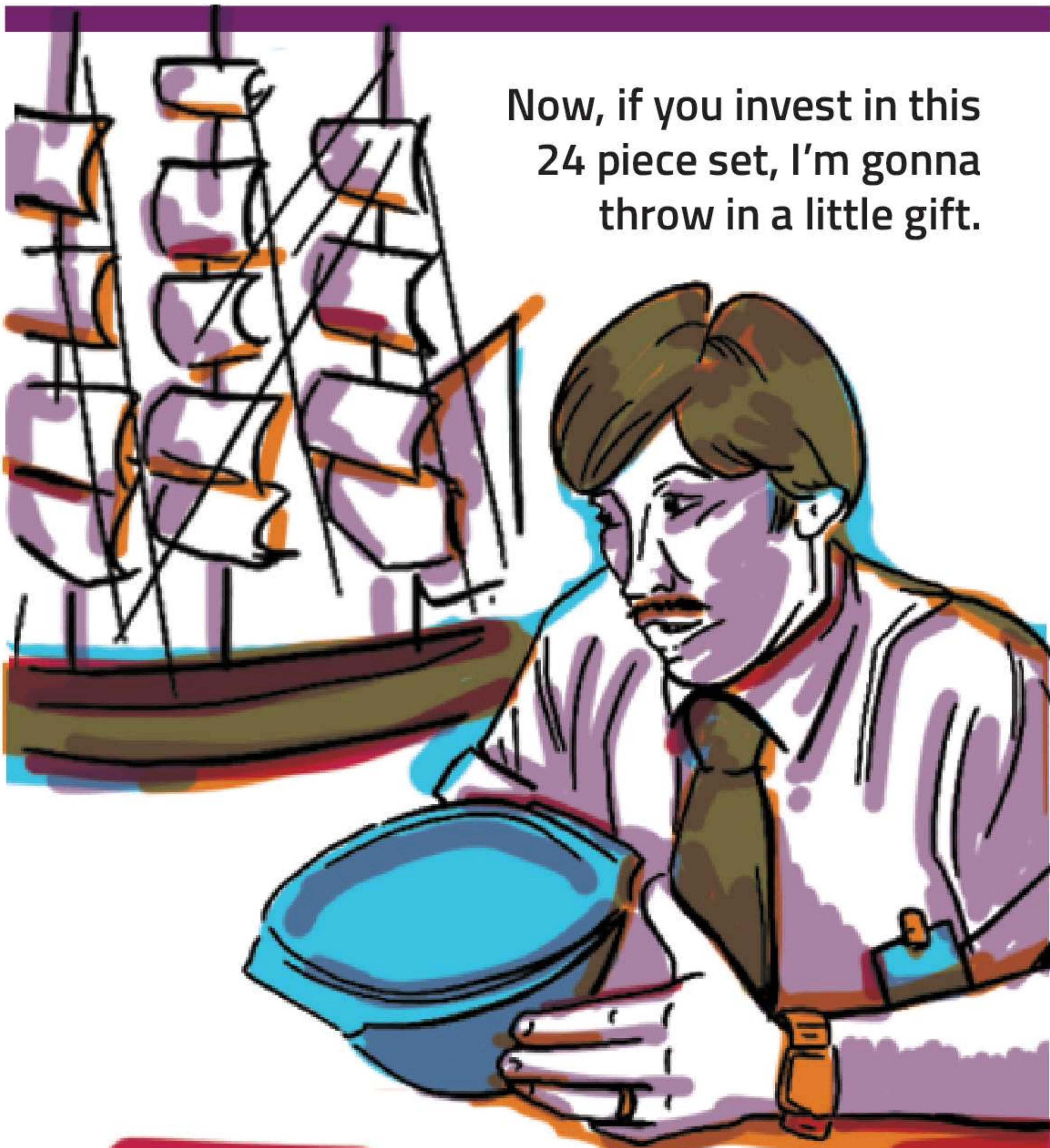
Hey, if you want me to take a dump in a box and mark it guaranteed, I will. I got spare time.

But for the sake of your customers, you might want to think about buying a quality product from me.

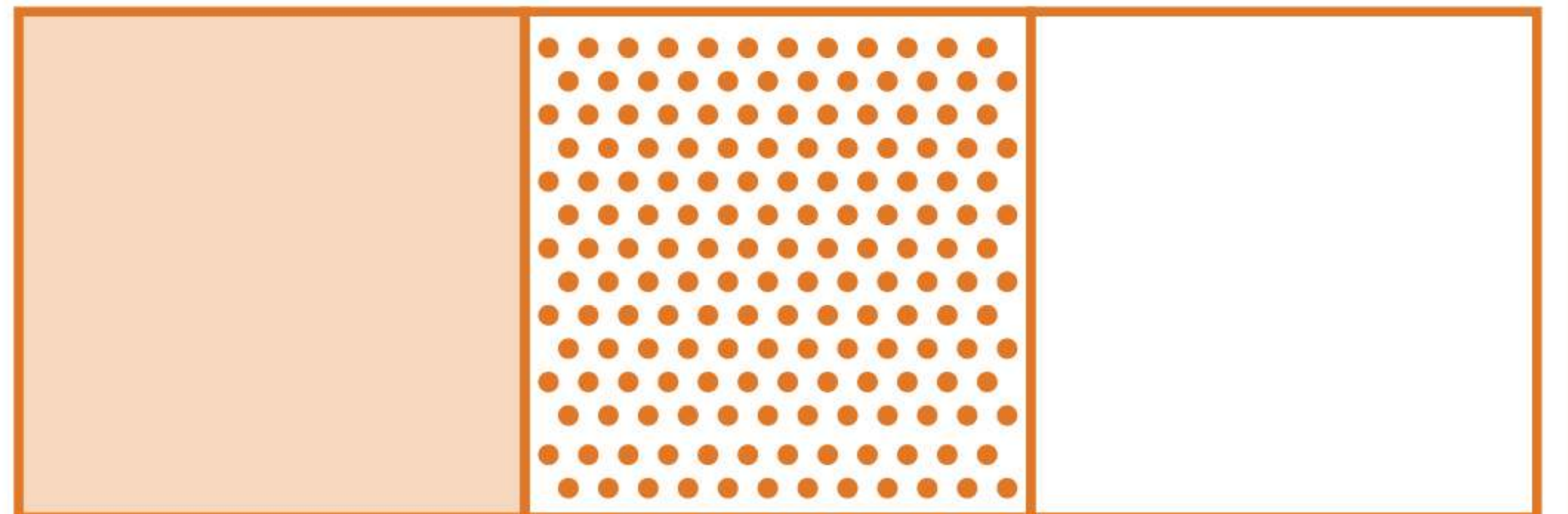


AUTHORITY

Now, if you invest in this 24 piece set, I'm gonna throw in a little gift.

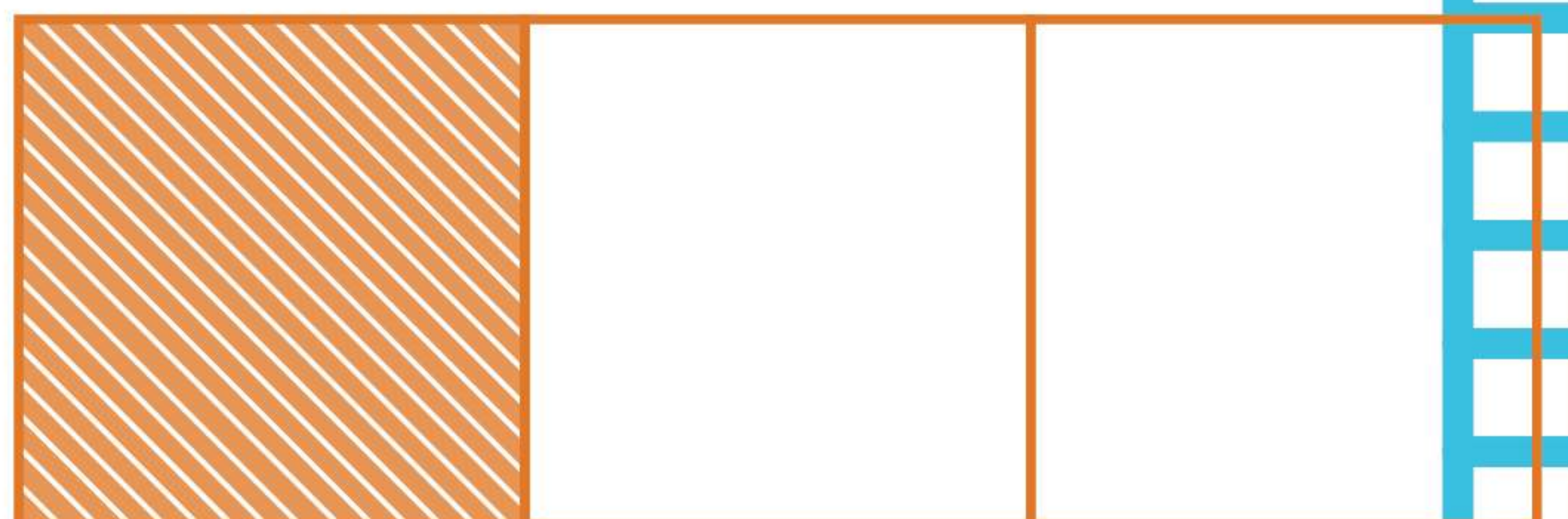


RECIPROCITY

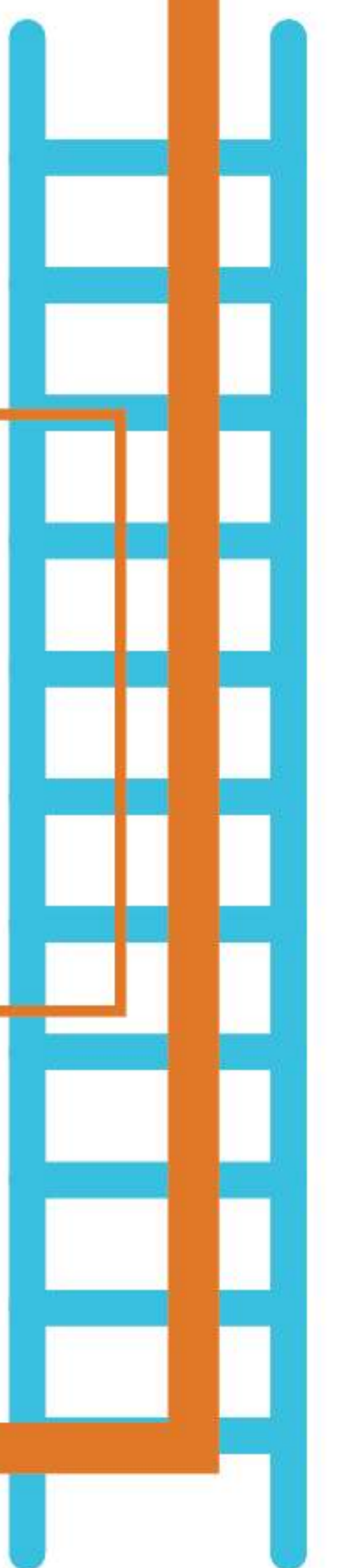


THE HARD TRUTH

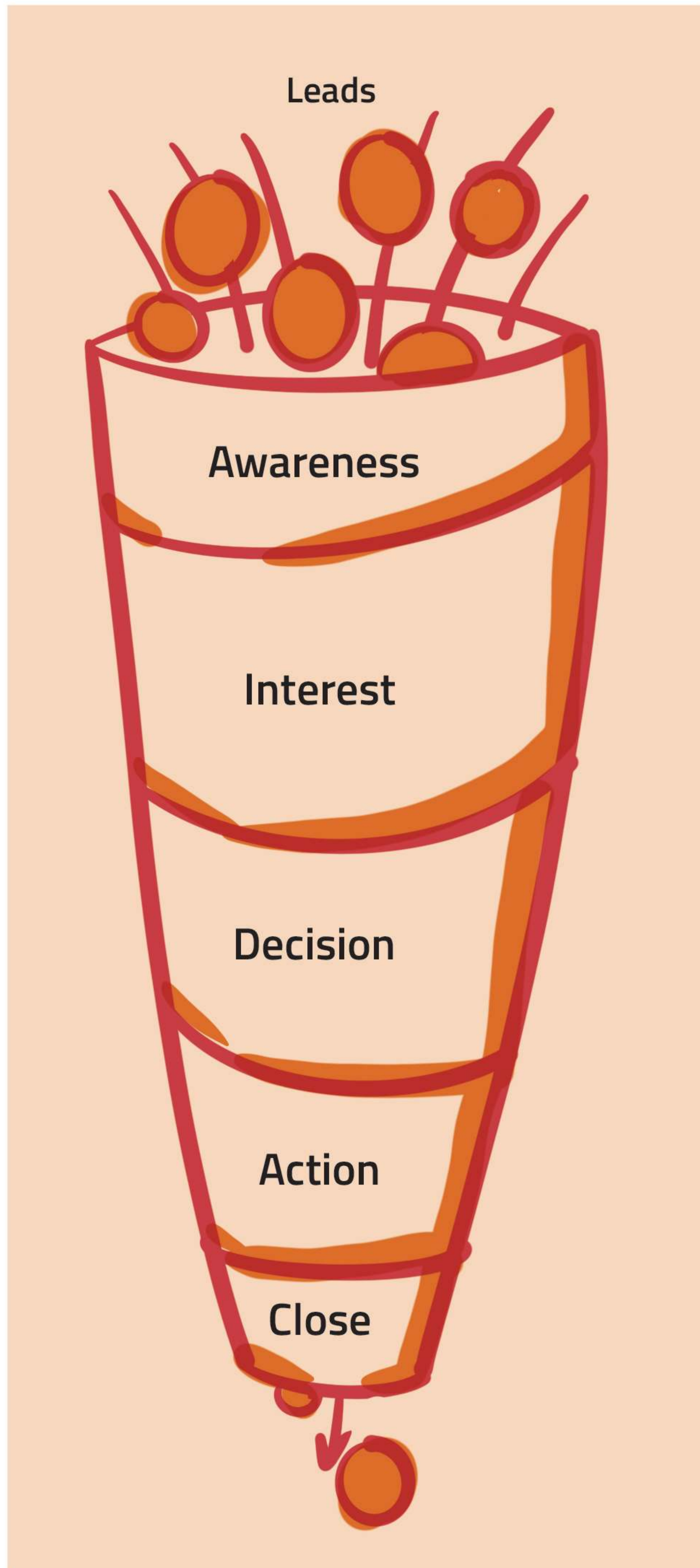
You started a business.
You need to learn to sell.



Find a style that feels natural.



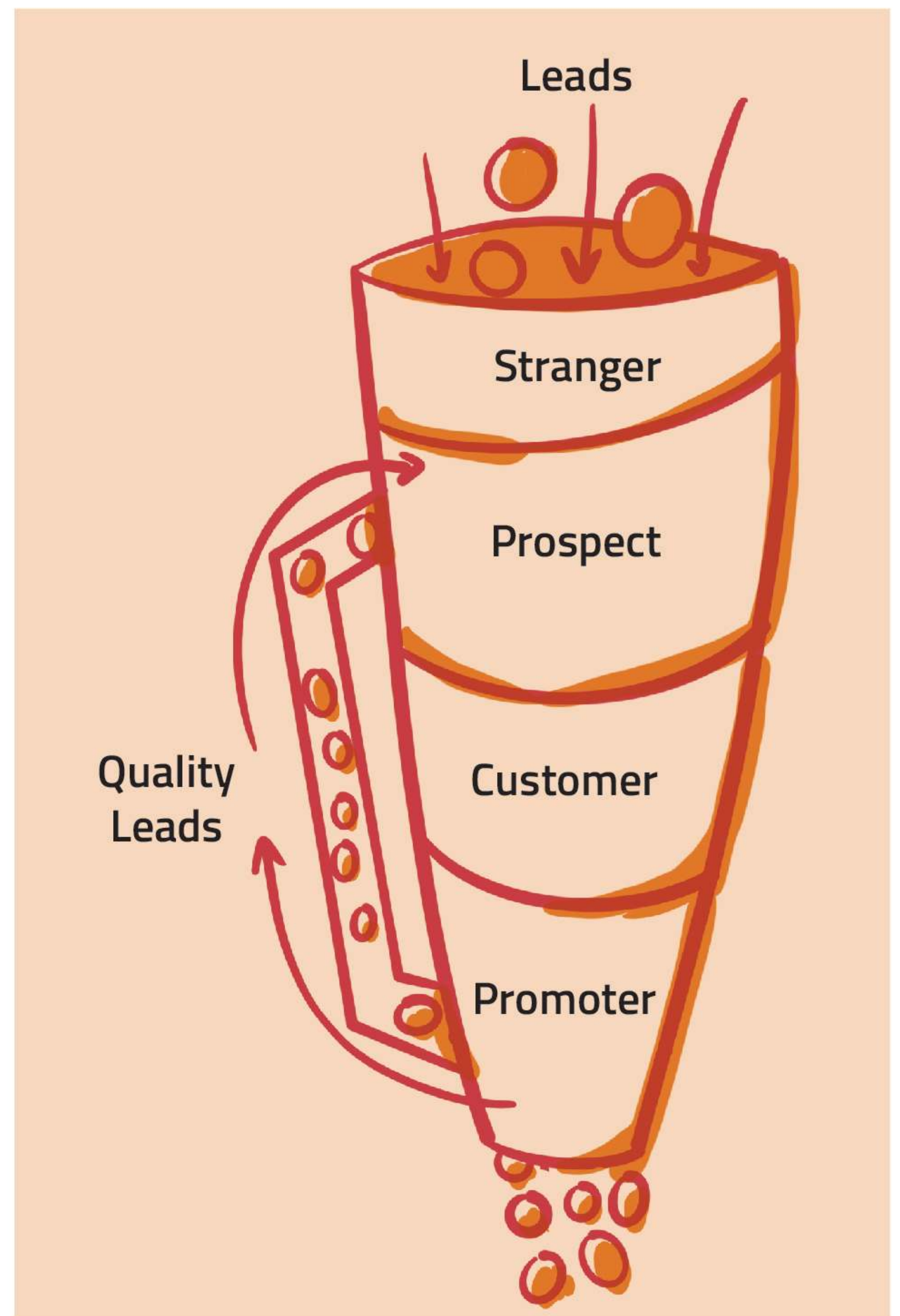
THE SALES FUNNEL



Sales may feel weird because you're thinking about it like a one-way funnel. That it's simply a transaction to move someone along so you get their money, and they get on their way.

But there's another way to think about it.

THE FLYWHEEL



The Flywheel approach builds on momentum. You've made a customer so happy that they promote your business to others.

Basically, you're passing the sales process onto them! And they're willing to do it because they want to support you. This creates a continuous cycle of attracting, keeping, and growing your base.

But you can't assume this will happen automatically. You must create the process to ensure it will happen. The Flywheel map can help you plan.

Once you've perfected the flow, you can go back to doing what you do best. Let your satisfied customers do the selling on your behalf.

IT'S NOT ABOUT YOU.

It's about the experience you create for your clients. Guide them through a journey they won't forget. This is where your personality can shine.

Awareness

The customer is realizing they have a problem. They start searching.

You provide educational content to help them diagnose. Present yourself as the solution. Example: Blogs, how-tos.

Interest

Enough research. They begin to compare brands and offerings.

You help them compare different offerings. Example: Comparison charts, guides, and case studies.

Decision

Customer have picked a solution and are ready to buy.

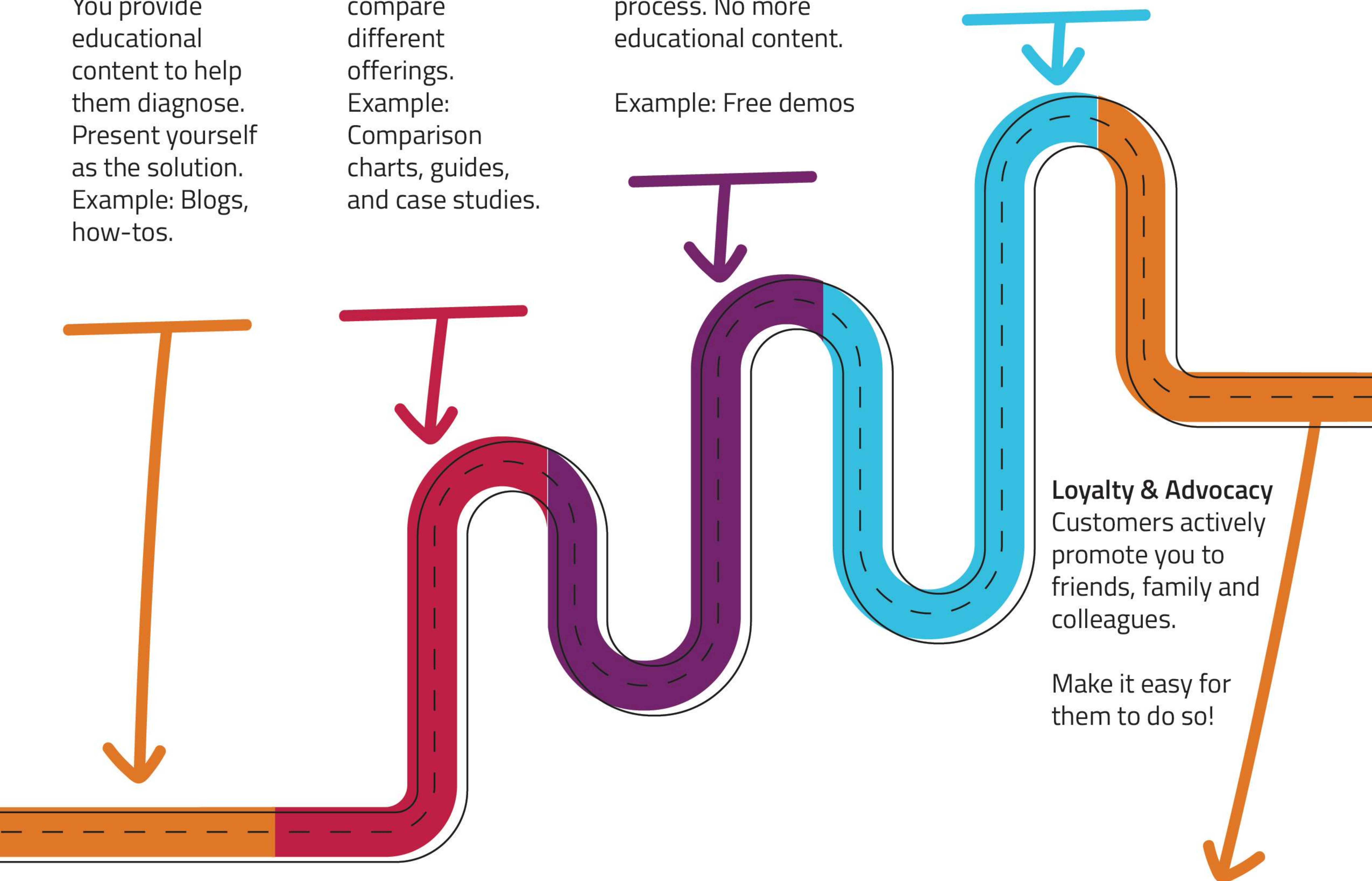
You deliver a direct and seamless purchase process. No more educational content.

Example: Free demos

Retention

Customer stay with the company they purchase from.

You build an excellent onboarding experience and ongoing customer service.

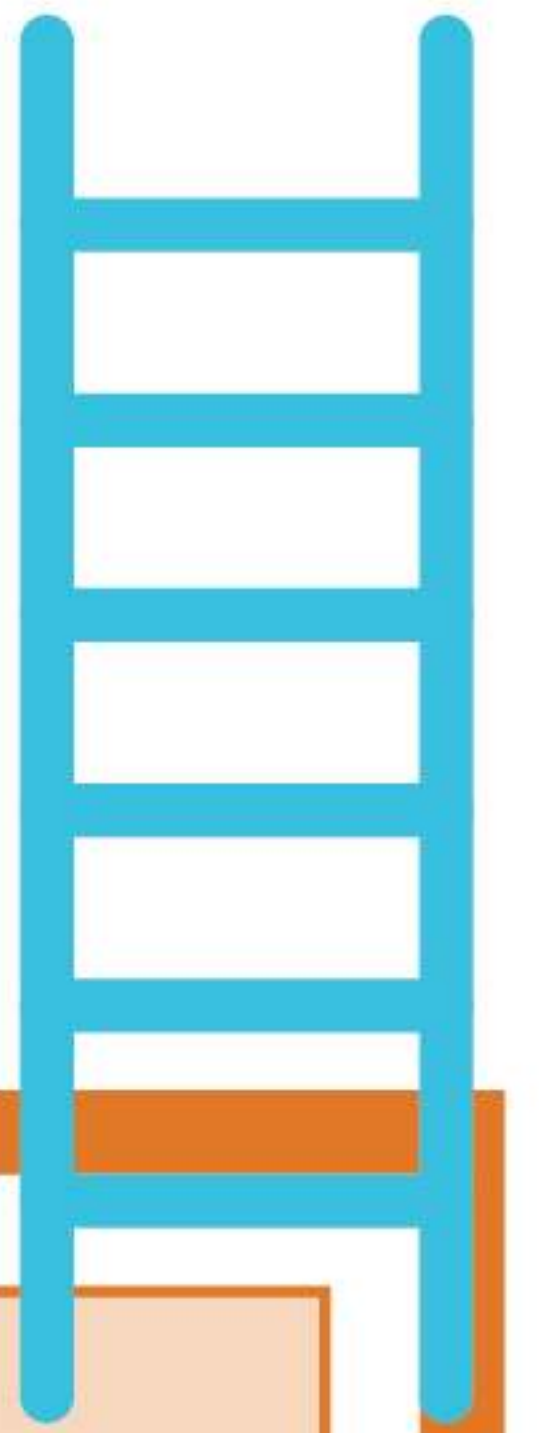


DON'T THINK OF IT AS SALES. THINK OF IT AS A JOURNEY TO A LASTING CONNECTION.

Thank you card, notebooks and stickers are strategic tools within the Flywheel model that enhance the customer's journey. They work by delighting clients, fostering engagement, and attracting new business through positive referrals and strengthened relationships.

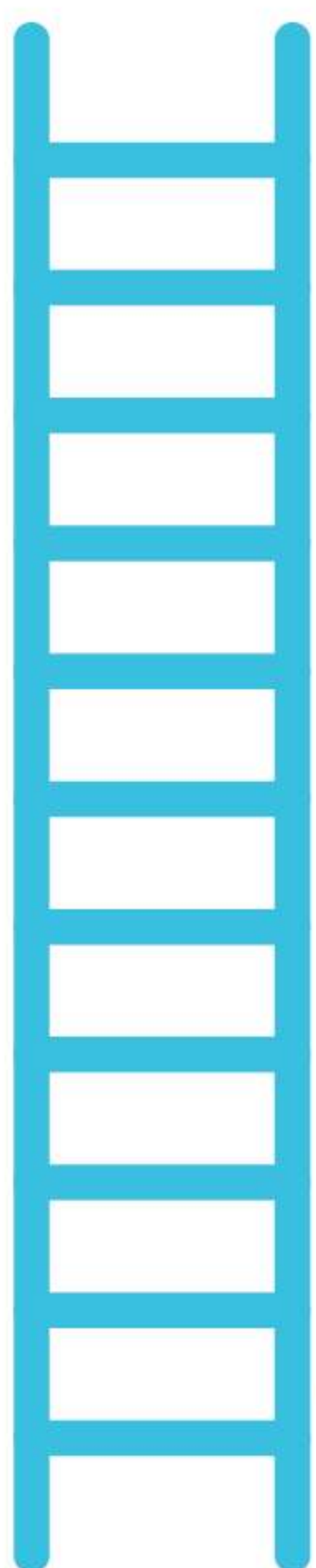
MAPPING THE CUSTOMER JOURNEY

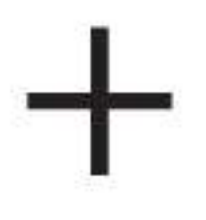
STAGES →







	Awareness Stage	Consideration Stage	Decision Stage
What is your customer thinking or feeling?	"I need a solution"	"What are my options?"	"Is this the right choice?"
What are the customer's actions?	Searching online	Comparing services	Finalizing decision
What or where is the customer researching?	Google, social media	Reviews, testimonials	Pricing, guarantees
How will you move the customer along their journey with you in mind?	Blog posts, helpful guides	Case studies, free consultation	Special offer, personal follow-up

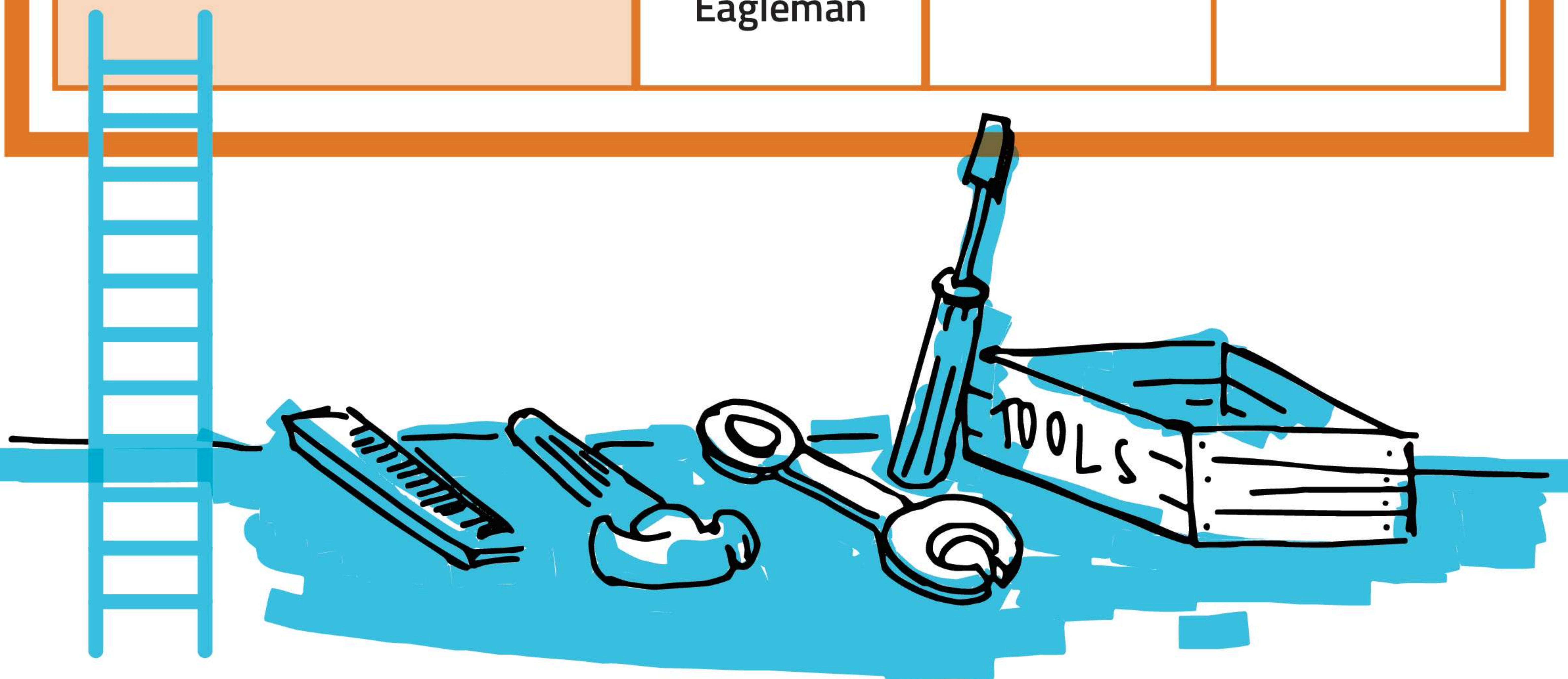
MINDSET ↓





MORE TOOLS FOR YOUR TOOLBOX

<p>Market Research Tools</p>	<p>Brand Archetype Analyzer</p>		<p>Find Your Target Audience</p>	
<p>Is Your Website a Hit or a Miss?</p>		<p>Market Strategy Tools</p>	<p>Evaluate Your Marketing Strategy</p>	
<p><i>Influence: The Psychology of Persuasion</i>, Robert Cialdini</p>		<p><i>Uh Oh, It's Working! What Now?! The illustrated guide to streamlining and scaling your small business</i>, Nicole Kurtz</p>		<p>Books You Should Read</p>
<p>Podcasts You May Enjoy</p>		<p>Inner Cosmos with David Eagleman</p>	<p>Hidden Brain</p>	<p>The Happiness Lab</p>



THIS, ME.

		Services	Market Research	Brand Identity	Strategic Advisement
Project Based	Website Refresh	Content Marketing	Video & Photo	Graphic Design	
	Workshops	Virtual	In-Person	1-on-1 Training	
Let's Chat	nicole@aducatedigital.com 330.780.9139 aducatedigital.com				
Nicole Kurtz is a marketing strategist who empowers small businesses with creative, engaging workshops.					

