

PRODUCT TYPE

- Reduce the time it takes to sell splinter products
- Sell your template products to your email list
- Successfully launch self published ebooks to over 1000 sales
- Reduce refunds for digital download files
- Get subscription delivery service customers to generate more referrals
- Sell more physical loss leader products/“Free + shipping” offers
- Attract more cold traffic to blog posts
- Increase retention for SaaS product trials
- Generate more sales from high ticket live events attendees
- Drive more local businesses to your webinars

There are so many product types that it's almost overwhelming to think about.

Product types refers to the different methods of delivering results and services to customers, and the different price points and levels of engagement that customers will experience.

For example, a book is a product type from a well known world class speaker. But working with them one on one is another product type. Certain types of products suit certain processes better and you might find that you enjoy one product over another. Products can be free, like webinars and blog posts.

Or they can cost millions of dollars. This list below isn't exhaustive but it's a good start.



CUSTOMER TYPE

- Reduce refund requests for courses
- Get more new email subscribers for your restaurant chain
- Double sales from long time customers
- Find and target 100 white whale customers for your online courses
- Generate sales from inactive customers
- Create and reward evangelists to drive affiliate sign ups
- Uncover your high ticket/top 10% customers and generate a subscription sale
- Get un-engaged customers to start using the product again
- Turn unhappy customers into new sales
- Attract ex-customers into previous products

Our customers, have customers. And when we can define our market by the type of customer that our clients want to attract, we can easily define a corner of the market that other marketing businesses don't want to touch.

All businesses have a mixture of customer types, from customers who subscribe to a recurring payment product. To customers who have bought one product and never returned. As a marketing agency, we can define our niche as specialists who help X businesses attract more high-ticket customers.

Or who allow businesses to generate an extra 50% in sales from unhappy customers. Think about your chosen part of the process and ask "which type of customer would be more likely to engage or buy if I used my sweet spot?"



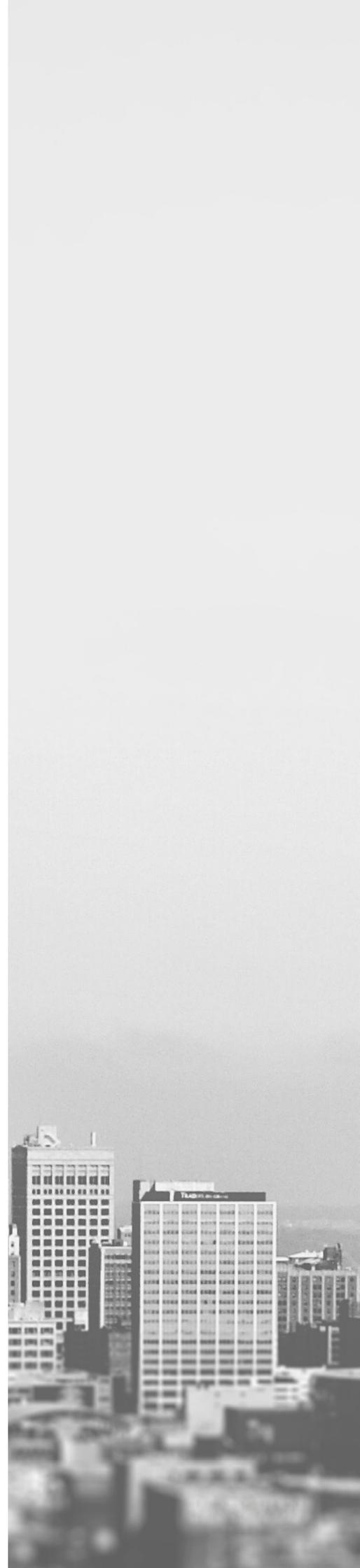
PROECSS STAGE

- Drive cold traffic costs per click down for “Free+shipping offers”
- Create warm traffic audience for webinars
- Reduce email un-subscribes for your affiliate marketing list
- Convert social followers into splinter product customers
- Generate upsells from un-engaged subscribers
- Finally sell to that person who shows repeat interest (looking at the same page lots)
- Generate repeat sales for your financial education templates
- Convert first time customers from email list subscribers
- Launch your first high ticket product

Conversions relate to each stage of the marketing funnel and the specific transition between that stage.

For example, this product helps with sales conversions. Specifically, core product sales (assuming your £25,000 marketing funnel is a core offer). Getting new people to read a blog post is a traffic conversion, from “never heard of them” to “first time reader”.

Typically this is called cold traffic. Your process will suit and be beneficial to only a few conversions. It might even only work with one. Or you might find that you love increasing one particular type of conversion.



RESULT OFFERED

- Scale better physical health products to a wider audience
- Create industry partnerships for stronger mental health businesses
- Attract more trial users for your control of money software
- Grow email subscribers for hobby enthusiast businesses
- More course sign ups for your “how to win more competitions” course
- Financial education book launches to social followers
- Grow your YouTube audience for “More time with family” businesses
- Launch a subscription product for your stronger parental relationship blog
- Upsell automation for your adrenaline business
- Create high ticket sales for your “feeling safe at home” business
- More webinar sign ups for consultants that sell business strategy and clarity

Lets look at possibly the most definitive and attractive trait for your niche. Your customers results.

What kind of results do they get for their customers? This is where we can really start to separate ourselves from our competition and rise above our market.

It also is a good place for you to look at the types of customers that you want to work with.

I love helping businesses that help their customers generate wealth. I work with funnel builders and marketing businesses (like you!)



CORE PROBLEM

- Turn high refund request for SaaS businesses
- CEOs who have difficult board members in the hobby education industry
- Improve bad online reviews and eliminate negative feedback
- CEOs who spend too much time at the office and want to spend more time at home
- Remove feast/famine cycle from your financial education consultancy
- Few walk-ins for restaurant businesses
- Turn lousy hires and staff into harder workers
- Stop working with price conscious customers
- Chasing customer invoices for live event sales

Most businesses tend to face similar groups of problems.

While the specifics might vary from business to business, in general they tend to be trying to solve a particular set of problems that are universal.

One of the reasons I love looking at the problem a business faces and using that within our niche, is because it transcends business size and industry and lets us focus on something that the business recognises.

For example the problem of “too many refunds” might be shared by massive telco corporations or smaller online course businesses.

