

# Making Social Media Sell Worksheet #1

## Get Back to Basics

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### Instructions

The purpose of this printable worksheet is to help you take action on what we just learned together. Reading my book or listening to my lectures are great starting points (thank you, by the way) but you won't start selling with social media by simply knowing. You've got to start doing things differently—in ways that give you what you want. Sales.

### Our Objective

Ok, deep breath! You cannot drop a quarter in the slot and get the Internet to pay you. But when you start changing your habits—your instinctual patterns—you'll be on easy street. So... when you're done with this worksheet **you'll be better equipped** to engage customers in ways that lead them toward products, services and unique experiences more often. **You will be fully prepared for the next module where we put everything you do here to work** and begin to add a little more structure to keep you on track.

NOTE: This worksheet assumes you've watched the video portion of Lesson I. Before you begin, it is also a good idea to read Chapter One of *Off the Hook Marketing: How to Make Social Media Sell for You*, available to my students FREE here [www.oth.me/othchapter1](http://www.oth.me/othchapter1). This is an option.

The worksheet is divided into 3 sections. I recommend you **complete the sections in the order they're presented**.

- 1 Get the Problems & Cravings.** We'll start by identifying your customers' cravings and challenges they must overcome prior to, or as a part of, pre-purchase decision-making. We'll also discover myths and false ideas that may be preventing them from buying.
- 2 Get Relevant.** This section helps you get laser-focused on what customers are aspiring for, fearing, frustrated with etc—so you can speak to them and provide trusted guidance to customers using social media.
- 3 Get Started.** This step helps you figure out where to start. With “what's important” to customers in hand we'll quickly discover *where* your customers and prospects are expressing need for solutions, answers and guidance across social platforms like LinkedIn, Facebook, blogs, etc.

# 1

## Get the Problems & Cravings

### Section Goals

- Identify your customers' most common problems.
  - Discover challenges & false myths they must overcome before buying.
  - Understand what meaningful, life-enhancing experiences your customers crave.
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Popular social media mythology claims people are buying based on what they read or see on social media. But they're not. Nor are they buying based on how engaging a marketer's blog or YouTube content is, as we've been told they are. People *ARE* buying when the business behind the blog, video or Facebook page is willing to *PROVE* the effectiveness of the product or service—before customers purchase. The truth is people will buy from you online but only based on your ability to **deliver some results before the purchase**.

Let's get your business positioned to start solving customers problems and/or delivering samples of remarkable experiences.

**What questions do your customers always ask when considering a purchase or doing business with you... or anyone like your business? Jot down as many as you can think of (at least 5). For instance, a first time home buyer has lots of very basic questions aimed at a mortgage company or Realtor.**

**\*\*\* If customers don't really ask questions in your selling situation jot down what *experiences* they crave that can be loosely related to your product or service. For instance, what *specific, meaningful, life-enhancing* experiences might a family of vacationers be looking to have while visiting a particular resort or tourist destination? Think in terms of “experiential goals” or “life objectives” your customers have.**

**Great job. Now, what questions do your customers need answered before they'll buy? Don't restrict the questions to those about your product—think like a buyer. What questions that *do not* relate to your product must they find answers to?**

***HOT TIP: Are you aware of problems your customers have—that they, themselves, are not yet aware of? If so, you hit the jackpot. This kind of advice is HIGHLY valuable to your business—because providing solutions to problems people don't know they have (yet) is the kind of advice customers appreciate the most. Write these down if you have them so you'll be able to take advantage of them in the next lesson by publishing this kind of advice on blogs, Facebook, etc. in ways that get customers to identify themselves as leads!***

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## Get the Problems & Cravings *continued*

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Step 2 is right around the corner! This last one is really important and will pay off in next steps.

**Do some prospective customers believe false myths that prevent them from purchasing? Write down these pesky buggers so you can address them in ways that debunk 'em for customers who deserve to know the truth.**

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**Get the Problems & Cravings** *continued*

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# 2 Get Relevant

## Section Goals

- Identify what's truly motivating customer behavior so you can exploit it.
  - Discover known and hidden fears, aspirations, hopes, dreams.
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Too often our insights on how customers think and behave is flawed. From focus groups to surveys, fickle customers aren't the only problem. Many times the questions we ask customers inadvertently give us insights that are of limited use. But the good news is we can discover raw, unfiltered insights using social media; and that's powerful. This section helps you get laser-focused on rapidly **earning customers trust and then doing *mutually beneficial things with it***.

To do that we'll discover what's truly motivating customers—what they aspire for, fear, etc—so you can start helping customers with authoritative, inspirational guidance for them to immediately take action on.

**What are your customers goals, desires and aspirations?**

## 2

## Get Relevant *continued*

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**Are there any skills customers should master before purchasing your product/service? For instance, do they need to become better decision-makers or learn some kind of practical skill? Be sure to think *beyond your product/service*.**

**For instance, are there critical things (fires to put out, habits to change, new perspectives to gain) that should happen for your customers... that would put them in a stronger position to consider purchasing from you? Write down as many as you can think of.**

## 2

## Get Relevant *continued*

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Super. We're nearly done with this step!

**What are your customers biggest fears, concerns, nagging suspicions or worries that keep them up at night? Again, jot down as many as you can think of.**

# 3 Get Started

## Section Goals

- Begin to zero-in on where to start aiming your guns on social media platforms.
  - Discover *where* your customers and prospects are expressing need for solutions, answers and guidance.
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From social platforms like LinkedIn, Facebook, YouTube and blogs to Foursquare and Pinterest and all the Johnny-come-latelies. I know, it can be confusing and overwhelming to figure out where to start and how to avoid wasting time. But now you're armed with "what's important" to customers in hand. **Now you can make smarter, faster decisions** that suddenly seem obvious. Let's get going... let's quickly find places where your customers are looking for tips and tricks that will help reach their goals.

**Quickly look around in social spaces like Facebook, LinkedIn, blogs, review Web sites like Yelp, product review sites, YouTube, Pinterest, etc. Where is your target market active *generally speaking*? Where is it plainly obvious? Write down at least 5 specific locations and URLs of Web sites, blogs, etc.**

***HOT TIP! Challenge yourself to look everywhere—even in places that seem odd or obvious, like your own product review pages.***

Nice work. Remember we're going to leverage everything you're doing here to drive sales to your business and help customers too. Ok. Your time is precious. So now we'll take your list above and target only those places that are most likely to help you sell.

**Where are you seeing people demonstrating a strong hunger for useful knowledge or solutions to problems? Or are there places where people show need or desire for unique experiences? Again, use the list of URLs and “online places” you just created as a guide to focus-in on where you'll invest time.**

***Hot Tip: If you see people sharing tips with each other this is the kind of activity you're looking for. As you do this quick research, keep your questions/goals/fears from steps #1 and #2 in mind. As you scan social media conversations, comments, etc. keep your eyes peeled. Do you see customers seeking out those kinds of answers or sharing tips aimed at the goals on your list? If you do circle these on your list or put a star next to them!***



You've reached the end! Nice work. Remember we're going to leverage everything you just did here to drive sales to your business and help customers too. Your time is precious. Everything you did today will allow you to make easy work of exploiting "social media places" and "conversations" that are most likely to help you sell.