Reel in the right ones

Cover all of your bases to attract the right catch

The right people

Identify your super-specific who

Who are three real people you know who will be exceptionally excited about what you provide?

- What do they have in common?

Of your existing customers, who are happiest and most committed?

- What do they have in common?

Who do you know whose life will become instantly better once they use your product/services?

Who do you know whose life will become instantly less painful?

Who's already asking to pay for this product/service?

Come up with a profile:

- Age range: …
- Job title: …
- Interests: …
- Where they live: …
- Where they spend most of their time, online and offline: …
- What is most important to them in this product/service: …

The right message

Answering all the questions your ideal prospect has before they ask it

How do your customers describe your service?

What's unique about your product/service?

What job is your product/service doing for people?

What about your product/service is likely to grab people's attention?

Is your pitch comparable to your competition?

Do you have proof points established to truly stack the deck in your favor vs your competition?

The right time

When you get a qualified lead with a contract end date, how do you stay on top of those when the timing is right?

Who is responsible for ensuring nothing falls between the cracks?

Once you identify your target audience and their contract end date, what campaign are you putting them on to nurture that lead?

How does that campaign ramp up as you get closer to the actual contract end date?