Bryony Thomas

- Summary
  - What to send
  - How to send
  - When to send
- Content
  - You need the right content at the right time
  - Need to chunk up for content to suit each audience
  - Make sure you know WHO your audience is
- Show up at the right time
  - Need to earn the right to their time
  - Time spent with you increases though the buying process
  - 5secs headline -> Ongoing relationship
  - Make people go one step at a time
  - Don't let people fall off onto a competitors stepping stones
  - Sales are one step ahead "inviting" them to step forward
  - Customers are like cats. Who else is rubbing their tummy?
- Logic Sandwich
  - Emotion
    - Away motivation rather than towards motivation
  - Logic
    - Box ticking
    - Are the features right?
    - Procurement
    - Stop "emoting" when their logic kicks in
    - Emotion at this stage can seem to be evasive
    - What "feels" right, will win the day
  - Emotion
    - Wow! It's gonna be great!
    - Use tpward motivation at this point
    - Shut up and give them a "hug" at this point
- Intro
  - Step off the rollercoaster
  - Do marketing little & often
  - Don't "yo yo" from lots of activity to no activity!
  - Gym in January = Gym in January
  - Watertight = slow, steady, maintained over time
  - Small businesses waste money AND time (marriage, mortgage, mental health)
- Decision making
  - Low risk - Impulse buy v High risk - considered purchase
  - Low risk = emotional OR functional
  - Considered purchase = emotional AND functional
- Sales funnel
  - Old world thinking
    - Awareness
    - Interest
    - Evaluation
    - Trial
    - Adoption
    - Loyalty
  - It looks like a funnel, but does not behave like one
  - Map your sales process and work UP
    - "Buckets" first
    - Then "funnels"
    - And ONLY then do "taps"