

CONVERSION MACHINE

MODULE 4

Execution

VIDEO 1 Worksheet
Customer Theory

Customer Theory

Hey everyone and welcome.

In this video you'll take all your customer insights and create an iteration of your customer theory documents.

As you remember, your customer theory is made up of three key documents:

- Brand positioning statement
- Value Proposition
- Customer persona

Step by step process for iterating on your customer theory documents

Let's go through each document and each section in turn, taking data from your analysis and complete your documents.

Brand positioning statement

Product and category are obvious and not data backed.

Target audience

Based on the data you collected, especially qualitative data sources like:

- customer development interviews
- website and exit intent polls
- live chat
- customer surveys
- welcome emails

What is your customers one true goal? What is the main benefit your product enables or problem it solves?

Customer Theory

Brand promise

Using the framework and the qualitative data sources again think:

- who is your customer and what is their current situation?
- what is their one true goal?

Complete the sentence using the framework.

Brand hook

Using the framework and the qualitative data sources again think:

- what is the one unique thing about your product that your customers love?
- what is their one true goal?

Complete the sentence using the framework.

Differentiator

What is the one unique thing about your product that your customers love? What is the one that sets you apart from your competitors, use the list in of differentiator ideas to help you out.

Customer Theory

Value Proposition

Headline

Based on the data you collected, especially qualitative data sources like:

- customer development interviews
 - Answer to question: “What’s the main reason you want to [achieve their one true goal]?”
 - Answer to question: “What made you want to try/work with [name of your company or product/service]?”
- live chat
- customer surveys
 - Answer to question: “What problem or challenge does [your product/service] solve for you?”
 - Answer to question: “How has your life/business changed thanks to [your product/service]?”
- welcome emails
 - Answer to question: “Reply to this email right now and tell us one thing that you're stuck with.”

Sub Headline

How does your product uniquely enable the outcome you discovered customers want. The idea you have communicated in your H1 or Headline.

Customer Theory

Bullet Points

Based on the data you collected, especially qualitative data sources like:

- customer development interviews
 - Answer to question: “What made you want to try/work with [name of your company or product/service]?”
- customer surveys
 - Answer to question: “What made you decide to sign up / buy / subscribe to [your product]?”

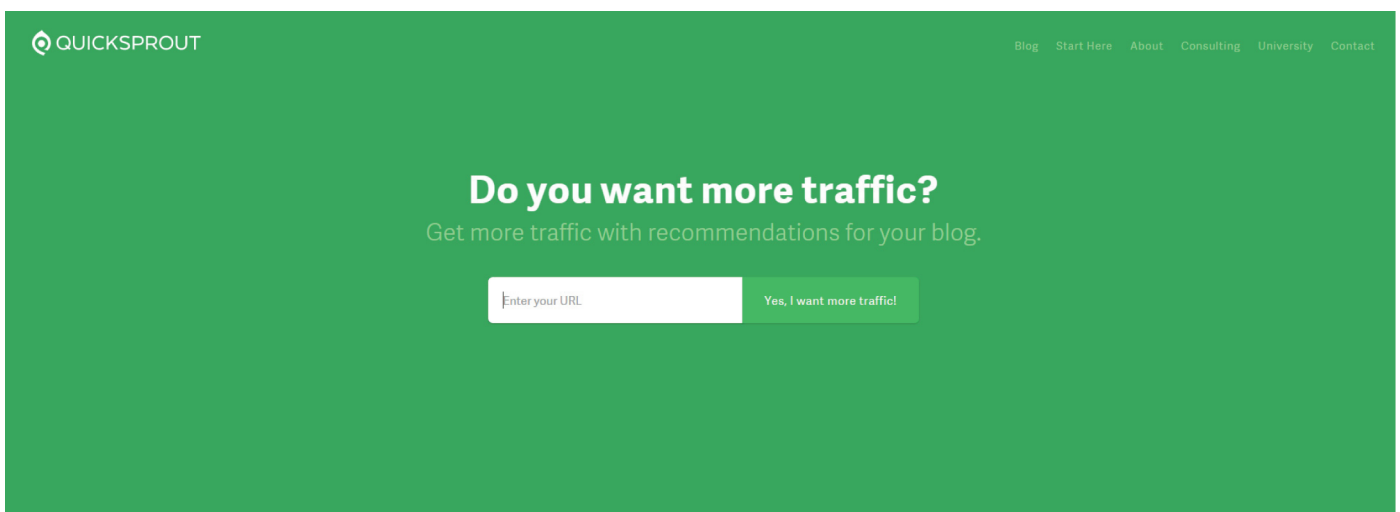
Image / Visual Representation

How can you visually represent the value in your headline, the outcome or main benefit. The one true goal. Stay away from stock photos!!

Call to Action

This should reiterate the headline and one true goal

E.g.



Customer Theory

The goal of traffic is echoed again in the button copy. Make sure you have message match between the headline and call to action.

Social Proof

Hopefully during your feedback study in your customer development interviews you took my advice and wrote some testimonials, then simply asked the client or customer to sign them off.

These testimonials now belong here.

Credibility

Similar to Social Proof this is why your customer should trust you as the expert. What qualifies you to teach them, advise them, have the knowledge to solve their problems.

You can reference people in your company or yourself and show credibility such as:

- Past experience or length of experience (10 years in the industry)
- People you've worked with in the past (company logos or people)
- Publications you've been cited on or written for (blogs, newspapers, magazines)
- Organization you are associated with (mentorship programs, clubs, associations)
- Qualifications (higher education, practical qualifications)
- Awards or recognitions (industry awards or prizes awarded to you or your business or employees of your business)

Guarantee

Even when you have amazing metrics like Basecamp to show o your product people want and often need guarantees in order to convert. This can be in the form of a free trial or a money back guarantee. How do you remove risk and guarantee your customers happiness?

Customer Theory

Obstacles to purchasing

Based on the data you collected, especially qualitative data sources like:

- website and exit intent polls
 - Answers to exit intent polls, what was stopping them from checking out/buying etc
- customer development interviews
 - Answer to question: “What did you like or dislike about the process?”
- live chat
 - Reservations or objections they had, questions that kept being repeated.
- customer surveys
 - Answer to question: “What questions or doubts did you have before you purchased [your product] that you couldn't find an answer to?”

Customer persona

In this section you'll learn about how to complete your customer personas using real demographic data from Google Analytics.

Your customer persona is a sketch of what your target customer is like.

This is not a made up customer but should be taken from real customer data.

Your customer demographics are the simple facts around who your customer is and includes:

Customer Theory

- Name
 - Age
 - Sex
 - Location
 - Position (if in a large company where you need to focus on decision makers)
- Image

We can gather most of this information from Google Analytics.

Step by step process for analysing your Google Analytics account for customer data

Step 1: Age

The first step is to log into your google analytics account and click on your website profile. Then click on the Audience' tab and navigate in the right hand sidebar menu to:

Audience > Demographics > Age

Segment the data

Make sure you have selected 'All Goals' in the Conversions select menu.

Then click on 'Goal Completions' and rank the table so that the age group with the most conversions is at the top.

Look for the age groups that the majority of your conversions are within.

Compare this data

Now look at your CRM or wherever you keep your customer data.

What is the exact age of the last 15 customers you have served?

Customer Theory

Compare this data to the Google Analytics data and work out the average age.

This should then represent the age of your customer in your customer persona document as below.

Step 2: Sex

Then navigate in the right hand sidebar menu to:

Audience > Demographics > Gender

Segment the data

Make sure you have selected 'All Goals' in the Conversions select menu.

Then click on 'Goal Completions' and rank the table so that the gender group with the most conversions is at the top.

Again look at the gender that the majority of your conversions are within, if they are evenly split you could consider creating two personas.

Again cross reference this will real data from your past 15 real customers.

Look for a trend between the two data sources.

Some companies will have multiple stakeholders and therefore need multiple personas.

If so you can segment your reports by specific goals and look at that personas data segmented from all data.

Customer Theory

Step 3: Location

Then navigate in the right hand sidebar menu to:

Audience > Geo > Location

Segment the data

Make sure you have selected 'All Goals' in the Conversions select menu.

Then click on 'Goal Completions' and rank the table so that the location with the most conversions is at the top.

Look for the location that the majority of your conversions are taking place in.

Again this may change for specific goals for companies with multiple stakeholders.

Therefore change the goal selected in the Conversions select menu and look through all your goal reports.

If you have this information in your application database or CRM then again cross reference and look for the second data source to validate the Google Analytics findings.

This data should then represent the location of your customer in your customer persona document as below.

Step 4: Position

Customer development interviews and customer surveys should tell you the positions of your target customers, if they are important to your business.

- Customer development interviews
 - Answer to question: "Position (If relevant to a decision maker)"

Customer Theory

Step 5: Image

Simply google the linkedin image of your last target customer

Step 6: Behavioral drivers

You might ask why are we repeating some sections from earlier in the doc!? Well you may have multiple customer personas, and these could then have different goals, motivations and obstacles to purchase than core products or other personas :)

Based on the data you collected, especially qualitative data sources like:

- customer development interviews
 - Answer to question: “What’s the main reason you want to [achieve their one true goal]?”
 - Answer to question: “What made you want to try/work with [name of your company or product/service]?”
- live chat
- customer surveys
 - Answer to question: “What problem or challenge does [your product/service] solve for you?”
 - Answer to question: “How has your life/business changed thanks to [your product/service]?”
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Customer Theory

Step 7: Obstacles to purchasing

Based on the data you collected, especially qualitative data sources like:

- website and exit intent polls
 - Answers to exit intent polls, what was stopping them from checking out/buying etc
- customer development interviews
 - Answer to question: “What did you like or dislike about the process?”
- live chat
 - Reservations or objections they had, questions that kept being repeated.
- customer surveys
 - Answer to question: “What questions or doubts did you have before you purchased [your product] that you couldn't find an answer to?”

Step 8: Mindset

Based on the data you collected, especially qualitative data sources like:

- customer development interviews
 - Answer to question: “What’s the main reason you want to [achieve their one true goal]?”
- live chat
 - Mindset takeaways from the transcripts
- customer surveys
 - Answer to question: “What can you tell us about yourself?”
 - Answer to question: “How has your life/business changed thanks to [your product/service]?”

Customer Theory

Step 9: Visitor Vocabulary List

See next lesson!

Step 10: Real quotes from customer

Based on the data you collected, especially qualitative data sources like:

- live chat transcripts
- customer survey responses
- website and exit intent polls transcripts
- welcome email content
- customer development interviews transcripts

Now you've iterated on customer theory based on your data you should be feeling like you know a lot more about your customer!

Their one true goal, one big pain and their motivations around buying from you.