Entrepreneurial Marketing

A Blueprint for Customer Engagement

Beth Goldstein

SAGE

DETAILED TABLE OF CONTENTS

Preface	xvi
Acknowledgments	xxv
About the Author	xxvii
CHAPTER 1 • Marketing Using an Entrepreneurial Lens	1
An Entrepreneurial Approach to Marketing	1
New Tools—Same Old Rules	4
Designing a Business Model That Creates Value	8
» VIEW FROM THE TRENCHES: PhiloSophie's®: From Mass	
Market to Tying the Knot	9
Reality Check—The Truth About Business Success and Failure	12
The Importance of Setting S.M.A.R.T. Goals	14
» ACTION CREATESTRIUMPHS (ACT): Interview an Entrepreneur	16
Entrepreneur Interview	16
Sample Questions and Script	17
» ACTION CREATESTRIUMPHS (ACT): Idea Generation	18
» FOCUS ON APPLICATION: WAKU	
The Entrepreneurial Journey	20
* AH As: Lessons and Takeaways	21
Toolkit	22
Worksheet 1.1: Setting S.M.A.R.T. Goals	22
Worksheet 1.2: Sample S.M.A.R.T. Goal	23
Worksheet 1.3: Business Launch Plan/Road Map	24
Worksheet 1.4: Completing an Ethnography Study	26
CHAPTER 2 • Understanding Your Ecosystem	28
Introduction to Market Research	28
Defining and Understanding the Ecosystem You Operate Within	28
Primary Versus Secondary Data Sources	29
Understanding Evolving Market Trends	29
Defining Your Market	31
Building Your Business Model	32
Sources of Data and Trends	33
Tools for Understanding Drends	35
The Value of Industry Association Data	35

Market Size	36
» ACTION CREATES TRIUMPHS (ACT): Your Market	38
Your Business Relative to Others in the Industry: SWOT Analysis	38
Strengths	39
Weaknesses	40
Opportunities	41
Threats	41
PESTLE Analysis	42
Positioning Map	44
» ACTION CREATES TRIUMPHS (ACT): Country Entrepreneurship	
Opportunity Challenge	45
Your Challenge	45
Sources of Country Data	45
Country Data to Analyze	46
VIEW FROM THE TRENCHES: Marabots Technology	
Corporation In Their Shoes	47 50
» HIGHLIGHTS OF MARABOTS RESEARCH FINDINGS	50
» MARABOTS FINAL RECOMMENDATION	50 54
» FOCUS ON APPLICATION: WAKU	34
The Entrepreneurial Journey	55
AH As: Lessons and Takeaways	57
Toolkit	58
Worksheet 2.1: SWOT Analysis	58
Worksheet 2.2: Strategic Plan to Address SWOT	60
Worksheet 2.3: Market Size Analysis	63
CHAPTER 3 • Identifying Your Customers' Journey	64
The Journey of Customer Discovery	64
Hirn Data Into Knowledge	65
The Importance of Saying No: Knowing Which Customers Are	03
Not the Right Match for You	65
Ask the Right Questions	67
Methods of Discovering Customer Needs	67
Ethical Issues in Customer Research	68
Getting to Know Your Customers	68
Value Proposition Canvas	71
Select Your Questions Wisely	72
» ACTION CREATES TRIUMPHS (ACT): Select Your Questions	72
Building Your Business Model	72
Four Methods of Customer Discovery Research	74
Survey Design	74
Ethnographic Studies	80
Lamographic Studies	00

Part Tyo: Insights and Recommendations Focus Groups One-on-One Interviews * ACTION CREATES TRIUMPHS (ACT): Customer Discovery Analysis Assignment What Questions Do You Need to Ask? How Do You Begin to Discover the Answers? Deliverables * VIEW FROM THETRENCHES: Chewie's Colossal Cookie Company Survey Chewie's Colossal Cookie Company Survey: Version One Chewie's Colossal Cookie Company Final Survey: Version Two * AHAS: Lessons and Takeaways Toolkit Worksheet 3.1: Resources for Proper Survey Design CHAPTER 4 • Listening to the Voice of the Customer How Do You Hear the Voice of Your Customer? Prototypes to Help Identify Profiles The SunChips® Package Story Prototyping the Google Way Beyond Physical Products: Prototyping Services and Apps Storyboards Role-Plays Website and Social Media Test Sites or Landing Pages * VIEW FROM THE TRENCHES: Meet Aimee: The Aimee Bio Story * ACTION CREATES TRIUMPHS (ACT): Now on to Your Prototype Building Your Business Model Going From Prototype to MVP * FOCUS ON APPLICATION: WAKU The Entrepreneurial Journey How Did Waku Launch Its Crowdfunding Campaign? Identifying Suspects, Customers, and Prospects Ideal Customer Profile (Persona) Description * AHAS: Lessons and Takeaways Toolkit Worksheet 4.1: Ideal Customer Profile (Persona) Description CHAPTER 5 * Managing Competition and Inertia	» ACTION CREATES TRIUMPHS (ACT): Ethnography Challenge	82
Focus Groups One-on-One Interviews * ACTION CREATES TRIUMPHS (ACT): Customer Discovery Analysis Assignment What Questions Do You Need to Ask? How Do You Begin to Discover the Answers? Deliverables *VIEW FROM THETRENCHES: Chewie's Colossal Cookie Company Survey Chewie's Colossal Cookie Company Survey: Version One Chewie's Colossal Cookie Company Final Survey: Version Two *AHAS: Lessons and Takeaways Toolkit Worksheet 3.1: Resources for Proper Survey Design CHAPTER 4 * Listening to the Voice of the Customer How Do You Hear the Voice of Your Customer? Prototypes to Help Identify Profiles The SunChips® Package Story Prototyping the Google Way Beyond Physical Products: Prototyping Services and Apps Storyboards Role-Plays Website and Social Media Test Sites or Landing Pages *VIEW FROM THE TRENCHES: Meet Aimee: The Aimee Bio Story ACTION CREATES TRIUMPHS (ACT): Now on to Your Prototype Building Your Business Model Going From Prototype to MVP *FOCUS ON APPLICATION: WAKU The Entrepreneurial Journey How Did Waku Launch Its Crowdfunding Campaign? Ideal Customer Profile (Persona) Description * AHAS: Lessons and Takeaways Toolkit Worksheet 4.1: Ideal Customer Profile (Persona) Description CHAPTER 5 * Managing Competition and Inertia	Part One: Observation and Note-Taking	82
One-on-One Interviews * ACTION CREATES TRIUMPHS (ACT): Customer Discovery Analysis Assignment What Questions Do You Need to Ask? How Do You Begin to Discover the Answers? Deliverables * VIEW FROM THETRENCHES: Chewie's Colossal Cookie Company Survey Chewie's Colossal Cookie Company Survey: Version One Chewie's Colossal Cookie Company Final Survey: Version Two * AHAS: Lessons and Takeaways Toolkit Worksheet 3.1: Resources for Proper Survey Design CHAPTER 4 • Listening to the Voice of the Customer How Do You Hear the Voice of Your Customer? Prototypes to Help Identify Profiles The SunChips® Package Story Prototyping the Google Way Beyond Physical Products: Prototyping Services and Apps Storyboards Role-Plays Website and Social Media Test Sites or Landing Pages * VIEW FROM THE TRENCHES: Meet Aimee: The Aimee Bio Story * ACTION CREATES TRIUMPHS (ACT): Now on to Your Prototype Building Your Business Model Going From Prototype to MVP * FOCUS ON APPLICATION: WAKU The Entrepreneurial Journey How Did Waku Launch Its Crowdfunding Campaign? Identifying Suspects, Customers, and Prospects B2B Versus B2C Profiling * ACTION CREATESTRIUMPHS (ACT): Designing Customer Profiles (Ideal Customer Profile (Persona) Description * AHAs: Lessons and Takeaways Toolkit Worksheet 4.1: Ideal Customer Profile (Persona) Description CHAPTER 5 • Managing Competition and Inertia	Part T\vo: Insights and Recommendations	83
* ACTION CREATES TRIUMPHS (ACT): Customer Discovery Analysis Assignment What Questions Do You Need to Ask? How Do You Begin to Discover the Answers? Deliverables **NIEW FROM THETRENCHES: Chewie's Colossal Cookie Company Survey Chewie's Colossal Cookie Company Survey: Version One Chewie's Colossal Cookie Company Final Survey: Version Two **AHAS: Lessons and Takeaways Toolkit Worksheet 3.1: Resources for Proper Survey Design **CHAPTER 4 * Listening to the Voice of the Customer How Do You Hear the Voice of Your Customer? Prototypes to Help Identify Profiles The SunChips® Package Story Prototyping the Google Way Beyond Physical Products: Prototyping Services and Apps Storyboards Role-Plays Website and Social Media Test Sites or Landing Pages **VIEW FROM THE TRENCHES: Meet Aimee: The Aimee Bio Story Building Your Business Model Going From Prototype to MVP **FOCUS ON APPLICATION: WAKU The Entrepreneurial Journey How Did Waku Launch Its Crowdfunding Campaign? Identifying Suspects, Customers, and Prospects Ideal Customer Profile (Persona) Description **AATION CREATESTRIUMPHS (ACT): Designing Customer Profiles Ideal Customer Profile (Persona) Description **AATION CREATESTRIUMPHS (ACT): Designing Customer Profiles Ideal Customer Profile (Persona) Description **AATION CREATESTRIUMPHS (ACT): Designing Customer Profiles Ideal Customer Profile (Persona) Description **AATION CREATESTRIUMPHS (ACT): Designing Customer Profiles Ideal Customer Profile (Persona) Description **AATION CREATESTRIUMPHS (ACT): Designing Customer Profiles Ideal Customer Profile (Persona) Description **AATION CREATESTRIUMPHS (ACT): Designing Customer Profiles Ideal Customer Profile (Persona) Description **AATION CREATESTRIUMPHS (ACT): Designing Customer Profiles Ideal Customer Profile (Persona) Description **AATION CREATESTRIUMPHS (ACT): Designing Customer Profiles Ideal Customer Profile (Persona) Description **ATION CREATESTRIUMPHS (ACT): Designing Customer Profiles Ideal Customer Profile (Persona) Description	Focus Groups	83
Analysis Assignment What Questions Do You Need to Ask? How Do You Begin to Discover the Answers? Deliverables **VIEW FROM THETRENCHES: Chewie's Colossal Cookie Company Survey Chewie's Colossal Cookie Company Survey: Version One Chewie's Colossal Cookie Company Final Survey: Version Two **AHAS: Lessons and Takeaways Toolkit Worksheet 3.1: Resources for Proper Survey Design **CHAPTER 4 **Listening to the Voice of the Customer How Do You Hear the Voice of Your Customer? **Prototypes to Help Identify Profiles The SunChips® Package Story Prototyping the Google Way Beyond Physical Products: Prototyping Services and Apps Storyboards Role-Plays Website and Social Media Test Sites or Landing Pages **VIEW FROM THE TRENCHES: Meet Aimee: The Aimee Bio Story **ACTION CREATES TRIUMPHS (ACT): Now on to Your Prototype Building Your Business Model Going From Prototype to MVP **FOCUS ON APPLICATION: WAKU The Entrepreneurial Journey How Did Waku Launch Its Crowdfunding Campaign? Identifying Suspects, Customers, and Prospects **B2B Versus B2C Profiling **ACTION CREATESTRIUMPHS (ACT): Designing Customer Profiles (Act) Ideal Customer Profile (Persona) Description **AHAS: Lessons and Takeaways Toolkit Worksheet 4.1: Ideal Customer Profile (Persona) Description **CHAPTER 5 * Managing Competition and Inertia*	One-on-One Interviews	85
What Questions Do You Need to Ask? How Do You Begin to Discover the Answers? Deliverables **NIEW FROM THETRENCHES: Chewie's Colossal Cookie Company Survey Chewie's Colossal Cookie Company Survey: Version One Chewie's Colossal Cookie Company Final Survey: Version Two **AHAS: Lessons and Takeaways Toolkit **Worksheet 3.1: Resources for Proper Survey Design **CHAPTER 4 **Listening to the Voice of the Customer How Do You Hear the Voice of Your Customer? Prototypes to Help Identify Profiles The SunChips® Package Story Prototyping the Google Way Beyond Physical Products: Prototyping Services and Apps Storyboards Role-Plays Website and Social Media Test Sites or Landing Pages **VIEW FROM THE TRENCHES: Meet Aimee: The Aimee Bio Story **ACTION CREATES TRIUMPHS (ACT): Now on to Your Prototype Building Your Business Model Going From Prototype to MVP **FOCUS ON APPLICATION: WAKU The Entrepreneurial Journey How Did Waku Launch Its Crowdfunding Campaign? Identifying Suspects, Customers, and Prospects B2B Versus B2C Profiling **ACTION CREATESTRIUMPHS (ACT): Designing Customer Profiles 1 Ideal Customer Profile (Persona) Description 1 AHAS: Lessons and Takeaways Toolkit Worksheet 4.1: Ideal Customer Profile (Persona) Description 11 CHAPTER 5 * Managing Competition and Inertia	* ACTION CREATES TRIUMPHS (ACT): Customer Discovery	
How Do You Begin to Discover the Answers? Deliverables **VIEW FROM THETRENCHES: Chewie's Colossal Cookie Company Survey Chewie's Colossal Cookie Company Survey: Version One Chewie's Colossal Cookie Company Final Survey: Version Two **AHAS: Lessons and Takeaways Toolkit Worksheet 3.1: Resources for Proper Survey Design CHAPTER 4 * Listening to the Voice of the Customer How Do You Hear the Voice of Your Customer? Prototypes to Help Identify Profiles The SunChips® Package Story Prototyping the Google Way Beyond Physical Products: Prototyping Services and Apps Storyboards Role-Plays Website and Social Media Test Sites or Landing Pages **VIEW FROM THE TRENCHES: Meet Aimee: The Aimee Bio Story **ACTION CREATES TRIUMPHS (ACT): Now on to Your Prototype Building Your Business Model Going From Prototype to MVP **FOCUS ON APPLICATION: WAKU The Entrepreneurial Journey How Did Waku Launch Its Crowdfunding Campaign? Identifying Suspects, Customers, and Prospects B2B Versus B2C Profiling **ACTION CREATESTRIUMPHS (ACT): Designing Customer Profiles 1 Ideal Customer Profile (Persona) Description 1 *AHAS: Lessons and Takeaways Toolkit Worksheet 4.1: Ideal Customer Profile (Persona) Description 11CHAPTER 5 * Managing Competition and Inertia	Analysis Assignment	86
Deliverables **VIEW FROM THETRENCHES: Chewie's Colossal Cookie Company Survey Chewie's Colossal Cookie Company Survey: Version One Chewie's Colossal Cookie Company Final Survey: Version Two **AHAS: Lessons and Takeaways Toolkit Worksheet 3.1: Resources for Proper Survey Design CHAPTER 4 • Listening to the Voice of the Customer How Do You Hear the Voice of Your Customer? How Do You Hear the Voice of Your Customer? Prototypes to Help Identify Profiles The SunChips® Package Story Prototyping the Google Way Beyond Physical Products: Prototyping Services and Apps Storyboards Role-Plays Website and Social Media Test Sites or Landing Pages **VIEW FROM THE TRENCHES: Meet Aimee: The Aimee Bio Story **ACTION CREATES TRIUMPHS (ACT): Now on to Your Prototype Building Your Business Model Going From Prototype to MVP **FOCUS ON APPLICATION: WAKU The Entrepreneurial Journey How Did Waku Launch Its Crowdfunding Campaign? Identifying Suspects, Customers, and Prospects Ideal Customer Profile (Persona) Description **ACTION CREATESTRIUMPHS (ACT): Designing Customer Profiles 1 Ideal Customer Profile (Persona) Description AHAs: Lessons and Takeaways Toolkit Worksheet 4.1: Ideal Customer Profile (Persona) Description CHAPTER 5 • Managing Competition and Inertia	What Questions Do You Need to Ask?	86
" " VIEW FROM THETRENCHES: Chewie's Colossal Cookie Company Survey Chewie's Colossal Cookie Company Survey: Version One Chewie's Colossal Cookie Company Final Survey: Version Two AHAS: Lessons and Takeaways Toolkit Worksheet 3.1: Resources for Proper Survey Design CHAPTER 4 • Listening to the Voice of the Customer How Do You Hear the Voice of Your Customer? How Do You Hear the Voice of Your Customer? Prototypes to Help Identify Profiles The SunChips® Package Story Prototyping the Google Way Beyond Physical Products: Prototyping Services and Apps Storyboards Role-Plays Website and Social Media Test Sites or Landing Pages "VIEW FROM THE TRENCHES: Meet Aimee: The Aimee Bio Story ACTION CREATES TRIUMPHS (ACT): Now on to Your Prototype Building Your Business Model Going From Prototype to MVP FOCUS ON APPLICATION: WAKU The Entrepreneurial Journey How Did Waku Launch Its Crowdfunding Campaign? Identifying Suspects, Customers, and Prospects B2B Versus B2C Profiling ACTION CREATESTRIUMPHS (ACT): Designing Customer Profiles 1 Ideal Customer Profile (Persona) Description AHAS: Lessons and Takeaways Toolkit Worksheet 4.1: Ideal Customer Profile (Persona) Description CHAPTER 5 • Managing Competition and Inertia 11	How Do You Begin to Discover the Answers?	86
Company Survey Chewie's Colossal Cookie Company Survey: Version One Chewie's Colossal Cookie Company Final Survey: Version Two AHAs: Lessons and Takeaways Toolkit Worksheet 3.1: Resources for Proper Survey Design CHAPTER 4 • Listening to the Voice of the Customer How Do You Hear the Voice of Your Customer? How Do You Hear the Voice of Your Customer? Prototypes to Help Identify Profiles The SunChips® Package Story Prototyping the Google Way Beyond Physical Products: Prototyping Services and Apps Storyboards Role-Plays Website and Social Media Test Sites or Landing Pages * VIEW FROM THE TRENCHES: Meet Aimee: The Aimee Bio Story ACTION CREATES TRIUMPHS (ACT): Now on to Your Prototype Building Your Business Model Going From Prototype to MVP * FOCUS ON APPLICATION: WAKU The Entrepreneurial Journey How Did Waku Launch Its Crowdfunding Campaign? Identifying Suspects, Customers, and Prospects Ideal Customer Profile (Persona) Description * AHAs: Lessons and Takeaways Toolkit Worksheet 4.1: Ideal Customer Profile (Persona) Description CHAPTER 5 • Managing Competition and Inertia 11	Deliverables	88
Chewie's Colossal Cookie Company Survey: Version One Chewie's Colossal Cookie Company Final Survey: Version Two * AHAs: Lessons and Takeaways Toolkit Worksheet 3.1: Resources for Proper Survey Design CHAPTER 4 • Listening to the Voice of the Customer How Do You Hear the Voice of Your Customer? How Do You Hear the Voice of Your Customer? Prototypes to Help Identify Profiles The SunChips® Package Story Prototyping the Google Way Beyond Physical Products: Prototyping Services and Apps Storyboards Role-Plays Website and Social Media Test Sites or Landing Pages *VIEW FROM THE TRENCHES: Meet Aimee: The Aimee Bio Story *ACTION CREATES TRIUMPHS (ACT): Now on to Your Prototype Building Your Business Model Going From Prototype to MVP *FOCUS ON APPLICATION: WAKU The Entrepreneurial Journey How Did Waku Launch Its Crowdfunding Campaign? Identifying Suspects, Customers, and Prospects B2B Versus B2C Profiling *ACTION CREATESTRIUMPHS (ACT): Designing Customer Profiles at Ideal Customer Profile (Persona) Description *AHAs: Lessons and Takeaways Toolkit Worksheet 4.1: Ideal Customer Profile (Persona) Description CHAPTER 5 * Managing Competition and Inertia	» VIEW FROM THETRENCHES: Chewie's Colossal Cookie	
Chewie's Colossal Cookie Company Final Survey: Version Two * AHAs: Lessons and Takeaways Toolkit Worksheet 3.1: Resources for Proper Survey Design CHAPTER 4 • Listening to the Voice of the Customer How Do You Hear the Voice of Your Customer? Prototypes to Help Identify Profiles The SunChips® Package Story Prototyping the Google Way Beyond Physical Products: Prototyping Services and Apps Storyboards Role-Plays Website and Social Media Test Sites or Landing Pages *VIEW FROM THE TRENCHES: Meet Aimee: The Aimee Bio Story *ACTION CREATES TRIUMPHS (ACT): Now on to Your Prototype Building Your Business Model Going From Prototype to MVP *FOCUS ON APPLICATION: WAKU The Entrepreneurial Journey How Did Waku Launch Its Crowdfunding Campaign? Identifying Suspects, Customers, and Prospects Ideal Customer Profile (Persona) Description * AHAs: Lessons and Takeaways Toolkit Worksheet 4.1: Ideal Customer Profile (Persona) Description 11 CHAPTER 5 * Managing Competition and Inertia	Company Survey	88
* AHAs: Lessons and Takeaways Toolkit Worksheet 3.1: Resources for Proper Survey Design CHAPTER 4 * Listening to the Voice of the Customer How Do You Hear the Voice of Your Customer? Prototypes to Help Identify Profiles The SunChips® Package Story Prototyping the Google Way Beyond Physical Products: Prototyping Services and Apps Storyboards Role-Plays Website and Social Media Test Sites or Landing Pages * VIEW FROM THE TRENCHES: Meet Aimee: The Aimee Bio Story * ACTION CREATES TRIUMPHS (ACT): Now on to Your Prototype Building Your Business Model Going From Prototype to MVP * FOCUS ON APPLICATION: WAKU The Entrepreneurial Journey How Did Waku Launch Its Crowdfunding Campaign? Identifying Suspects, Customers, and Prospects 11 B2B Versus B2C Profiling * ACTION CREATESTRIUMPHS (ACT): Designing Customer Profiles (Ideal Customer Profile (Persona) Description * AHAs: Lessons and Takeaways Toolkit Worksheet 4.1: Ideal Customer Profile (Persona) Description 11 CHAPTER 5 * Managing Competition and Inertia	± , , , , ,	89
Toolkit Worksheet 3.1: Resources for Proper Survey Design CHAPTER 4 • Listening to the Voice of the Customer How Do You Hear the Voice of Your Customer? Prototypes to Help Identify Profiles The SunChips® Package Story Prototyping the Google Way Beyond Physical Products: Prototyping Services and Apps Storyboards Role-Plays Website and Social Media Test Sites or Landing Pages "VIEW FROM THE TRENCHES: Meet Aimee: The Aimee Bio Story ACTION CREATES TRIUMPHS (ACT): Now on to Your Prototype Building Your Business Model Going From Prototype to MVP "FOCUS ON APPLICATION: WAKU The Entrepreneurial Journey How Did Waku Launch Its Crowdfunding Campaign? Identifying Suspects, Customers, and Prospects 11 ACTION CREATESTRIUMPHS (ACT): Designing Customer Profiles 1 Ideal Customer Profile (Persona) Description AHAS: Lessons and Takeaways Toolkit Worksheet 4.1: Ideal Customer Profile (Persona) Description CHAPTER 5 • Managing Competition and Inertia	Chewie's Colossal Cookie Company Final Survey: Version Two	92
CHAPTER 4 • Listening to the Voice of the Customer How Do You Hear the Voice of Your Customer? Prototypes to Help Identify Profiles The SunChips® Package Story Prototyping the Google Way Beyond Physical Products: Prototyping Services and Apps Storyboards Role-Plays Website and Social Media Test Sites or Landing Pages **VIEW FROM THE TRENCHES: Meet Aimee: The Aimee Bio Story **ACTION CREATES TRIUMPHS (ACT): Now on to Your Prototype Building Your Business Model Going From Prototype to MVP **FOCUS ON APPLICATION: WAKU The Entrepreneurial Journey How Did Waku Launch Its Crowdfunding Campaign? Identifying Suspects, Customers, and Prospects B2B Versus B2C Profiling **ACTION CREATESTRIUMPHS (ACT): Designing Customer Profiles of Ideal Customer Profile (Persona) Description **AHAS: Lessons and Takeaways Toolkit Worksheet 4.1: Ideal Customer Profile (Persona) Description CHAPTER 5 • Managing Competition and Inertia	* AHAs: Lessons and Takeaways	93
CHAPTER 4 • Listening to the Voice of the Customer How Do You Hear the Voice of Your Customer? Prototypes to Help Identify Profiles The SunChips® Package Story Prototyping the Google Way Beyond Physical Products: Prototyping Services and Apps Storyboards Role-Plays Website and Social Media Test Sites or Landing Pages **VIEW FROM THE TRENCHES: Meet Aimee: The Aimee Bio Story **ACTION CREATES TRIUMPHS (ACT): Now on to Your Prototype Building Your Business Model Going From Prototype to MVP **FOCUS ON APPLICATION: WAKU The Entrepreneurial Journey How Did Waku Launch Its Crowdfunding Campaign? Identifying Suspects, Customers, and Prospects B2B Versus B2C Profiling **ACTION CREATESTRIUMPHS (ACT): Designing Customer Profiles of Ideal Customer Profile (Persona) Description **AHAS: Lessons and Takeaways Toolkit Worksheet 4.1: Ideal Customer Profile (Persona) Description	Toolkit	94
How Do You Hear the Voice of Your Customer? Prototypes to Help Identify Profiles The SunChips® Package Story Prototyping the Google Way Beyond Physical Products: Prototyping Services and Apps Storyboards Role-Plays Website and Social Media Test Sites or Landing Pages **VIEW FROM THE TRENCHES: Meet Aimee: The Aimee Bio Story **ACTION CREATES TRIUMPHS (ACT): Now on to Your Prototype Building Your Business Model Going From Prototype to MVP **FOCUS ON APPLICATION: WAKU The Entrepreneurial Journey How Did Waku Launch Its Crowdfunding Campaign? Identifying Suspects, Customers, and Prospects Ideal Customer Profile (Persona) Description **ACTION CREATESTRIUMPHS (ACT): Designing Customer Profiles 1 Ideal Customer Profile (Persona) Description **AHAS: Lessons and Takeaways Toolkit Worksheet 4.1: Ideal Customer Profile (Persona) Description CHAPTER 5 * Managing Competition and Inertia 11	Worksheet 3.1: Resources for Proper Survey Design	94
Prototypes to Help Identify Profiles The SunChips® Package Story Prototyping the Google Way Beyond Physical Products: Prototyping Services and Apps Storyboards Role-Plays Website and Social Media Test Sites or Landing Pages **VIEW FROM THE TRENCHES: Meet Aimee: The Aimee Bio Story **ACTION CREATES TRIUMPHS (ACT): Now on to Your Prototype Building Your Business Model Going From Prototype to MVP **FOCUS ON APPLICATION: WAKU The Entrepreneurial Journey How Did Waku Launch Its Crowdfunding Campaign? Identifying Suspects, Customers, and Prospects B2B Versus B2C Profiling **ACTION CREATESTRIUMPHS (ACT): Designing Customer Profiles 1 **ACTION CREATESTRIUMPHS (ACT): Designing Customer Profiles 1 Toolkit **AHAs: Lessons and Takeaways Toolkit Worksheet 4.1: Ideal Customer Profile (Persona) Description 11 CHAPTER 5 * Managing Competition and Inertia	HAPTER 4 • Listening to the Voice of the Customer	96
The SunChips® Package Story Prototyping the Google Way Beyond Physical Products: Prototyping Services and Apps Storyboards Role-Plays Website and Social Media Test Sites or Landing Pages **VIEW FROM THE TRENCHES: Meet Aimee: The Aimee Bio Story ACTION CREATES TRIUMPHS (ACT): Now on to Your Prototype Building Your Business Model Going From Prototype to MVP **FOCUS ON APPLICATION: WAKU The Entrepreneurial Journey How Did Waku Launch Its Crowdfunding Campaign? Identifying Suspects, Customers, and Prospects B2B Versus B2C Profiling **ACTION CREATESTRIUMPHS (ACT): Designing Customer Profiles 1 **ACTION CREATESTRIUMPHS (ACT): Designing Customer Profiles 1 **ACTION CREATESTRIUMPHS (ACT): Designing Customer Profiles 1 Toolkit Worksheet 4.1: Ideal Customer Profile (Persona) Description CHAPTER 5 • Managing Competition and Inertia	How Do You Hear the Voice of Your Customer?	96
The SunChips® Package Story Prototyping the Google Way Beyond Physical Products: Prototyping Services and Apps Storyboards Role-Plays Website and Social Media Test Sites or Landing Pages **VIEW FROM THE TRENCHES: Meet Aimee: The Aimee Bio Story ACTION CREATES TRIUMPHS (ACT): Now on to Your Prototype Building Your Business Model Going From Prototype to MVP **FOCUS ON APPLICATION: WAKU The Entrepreneurial Journey How Did Waku Launch Its Crowdfunding Campaign? Identifying Suspects, Customers, and Prospects B2B Versus B2C Profiling **ACTION CREATESTRIUMPHS (ACT): Designing Customer Profiles 1 **ACTION CREATESTRIUMPHS (ACT): Designing Customer Profiles 1 Tideal Customer Profile (Persona) Description **AHAs: Lessons and Takeaways Toolkit Worksheet 4.1: Ideal Customer Profile (Persona) Description CHAPTER 5 • Managing Competition and Inertia 11	Prototypes to Help Identify Profiles	97
Prototyping the Google Way Beyond Physical Products: Prototyping Services and Apps Storyboards Role-Plays Website and Social Media Test Sites or Landing Pages **VIEW FROM THE TRENCHES: Meet Aimee: The Aimee Bio Story **ACTION CREATES TRIUMPHS (ACT): Now on to Your Prototype Building Your Business Model Going From Prototype to MVP **FOCUS ON APPLICATION: WAKU The Entrepreneurial Journey How Did Waku Launch Its Crowdfunding Campaign? Identifying Suspects, Customers, and Prospects B2B Versus B2C Profiling **ACTION CREATESTRIUMPHS (ACT): Designing Customer Profiles 1 Ideal Customer Profile (Persona) Description **AHAs: Lessons and Takeaways Toolkit Worksheet 4.1: Ideal Customer Profile (Persona) Description 11 CHAPTER 5 • Managing Competition and Inertia	** *	99
Beyond Physical Products: Prototyping Services and Apps Storyboards Role-Plays 10 Website and Social Media Test Sites or Landing Pages *VIEW FROM THE TRENCHES: Meet Aimee: The Aimee Bio Story *ACTION CREATES TRIUMPHS (ACT): Now on to Your Prototype Building Your Business Model Going From Prototype to MVP *FOCUS ON APPLICATION: WAKU The Entrepreneurial Journey How Did Waku Launch Its Crowdfunding Campaign? Identifying Suspects, Customers, and Prospects 11 B2B Versus B2C Profiling *ACTION CREATESTRIUMPHS (ACT): Designing Customer Profiles 11 *ACTION CREATESTRIUMPHS (ACT): Designing Customer Profiles 12 *AHAS: Lessons and Takeaways 11 Toolkit Worksheet 4.1: Ideal Customer Profile (Persona) Description 11 CHAPTER 5 • Managing Competition and Inertia		100
Storyboards Role-Plays 10 Role-Plays 10 Website and Social Media Test Sites or Landing Pages 10 **VIEW FROM THE TRENCHES: Meet Aimee: The Aimee Bio Story 10 **ACTION CREATES TRIUMPHS (ACT): Now on to Your Prototype Building Your Business Model 10 Going From Prototype to MVP 10 **FOCUS ON APPLICATION: WAKU The Entrepreneurial Journey 11 How Did Waku Launch Its Crowdfunding Campaign? Identifying Suspects, Customers, and Prospects 11 B2B Versus B2C Profiling 11 **ACTION CREATESTRIUMPHS (ACT): Designing Customer Profiles 11 Ideal Customer Profile (Persona) Description 11 **AHAs: Lessons and Takeaways 12 Toolkit Worksheet 4.1: Ideal Customer Profile (Persona) Description 11 CHAPTER 5 * Managing Competition and Inertia 11	• • • • • • • • • • • • • • • • • • • •	101
Role-Plays Website and Social Media Test Sites or Landing Pages "VIEW FROM THE TRENCHES: Meet Aimee: The Aimee Bio Story ACTION CREATES TRIUMPHS (ACT): Now on to Your Prototype Building Your Business Model Going From Prototype to MVP "FOCUS ON APPLICATION: WAKU The Entrepreneurial Journey How Did Waku Launch Its Crowdfunding Campaign? Identifying Suspects, Customers, and Prospects B2B Versus B2C Profiling "ACTION CREATESTRIUMPHS (ACT): Designing Customer Profiles 1 AHAs: Lessons and Takeaways Toolkit Worksheet 4.1: Ideal Customer Profile (Persona) Description 11 CHAPTER 5 • Managing Competition and Inertia 11 CHAPTER 5 • Managing Competition and Inertia	, , ,	101
Website and Social Media Test Sites or Landing Pages **VIEW FROM THE TRENCHES: Meet Aimee: The Aimee Bio Story **ACTION CREATES TRIUMPHS (ACT): Now on to Your Prototype Building Your Business Model Going From Prototype to MVP **FOCUS ON APPLICATION: WAKU The Entrepreneurial Journey How Did Waku Launch Its Crowdfunding Campaign? Identifying Suspects, Customers, and Prospects B2B Versus B2C Profiling **ACTION CREATESTRIUMPHS (ACT): Designing Customer Profiles 1 Ideal Customer Profile (Persona) Description **AHAs: Lessons and Takeaways Toolkit Worksheet 4.1: Ideal Customer Profile (Persona) Description CHAPTER 5 • Managing Competition and Inertia 11	· · · · · · · · · · · · · · · · · · ·	102
* VIEW FROM THE TRENCHES: Meet Aimee: The Aimee Bio Story * ACTION CREATES TRIUMPHS (ACT): Now on to Your Prototype Building Your Business Model Going From Prototype to MVP * FOCUS ON APPLICATION: WAKU The Entrepreneurial Journey How Did Waku Launch Its Crowdfunding Campaign? Identifying Suspects, Customers, and Prospects B2B Versus B2C Profiling * ACTION CREATESTRIUMPHS (ACT): Designing Customer Profiles 1 AHAS: Lessons and Takeaways Toolkit Worksheet 4.1: Ideal Customer Profile (Persona) Description CHAPTER 5 • Managing Competition and Inertia 11 CHAPTER 5 • Managing Competition and Inertia	·	102
** ACTION CREATES TRIUMPHS (ACT): Now on to Your Prototype Building Your Business Model Going From Prototype to MVP ** FOCUS ON APPLICATION: WAKU The Entrepreneurial Journey How Did Waku Launch Its Crowdfunding Campaign? Identifying Suspects, Customers, and Prospects B2B Versus B2C Profiling ** ACTION CREATESTRIUMPHS (ACT): Designing Customer Profiles 1 Ideal Customer Profile (Persona) Description ** AHAs: Lessons and Takeaways Toolkit Worksheet 4.1: Ideal Customer Profile (Persona) Description CHAPTER 5 • Managing Competition and Inertia 11		103
Building Your Business Model 10 Going From Prototype to MVP 10 **FOCUS ON APPLICATION: WAKU The Entrepreneurial Journey 11 How Did Waku Launch Its Crowdfunding Campaign? I Identifying Suspects, Customers, and Prospects 11 B2B Versus B2C Profiling 11 **ACTION CREATESTRIUMPHS (ACT): Designing Customer Profiles 11 Ideal Customer Profile (Persona) Description 11 **AHAs: Lessons and Takeaways 11 Toolkit 11 Worksheet 4.1: Ideal Customer Profile (Persona) Description 11 **CHAPTER 5 • Managing Competition and Inertia 11	•	108
Going From Prototype to MVP *FOCUS ON APPLICATION: WAKU The Entrepreneurial Journey How Did Waku Launch Its Crowdfunding Campaign? Identifying Suspects, Customers, and Prospects 11 **B2B Versus B2C Profiling ACTION CREATESTRIUMPHS (ACT): Designing Customer Profiles 1 Ideal Customer Profile (Persona) Description AHAs: Lessons and Takeaways Toolkit Worksheet 4.1: Ideal Customer Profile (Persona) Description 11 **CHAPTER 5 • Managing Competition and Inertia 11		108
* FOCUS ON APPLICATION: WAKU The Entrepreneurial Journey How Did Waku Launch Its Crowdfunding Campaign? Identifying Suspects, Customers, and Prospects B2B Versus B2C Profiling * ACTION CREATESTRIUMPHS (ACT): Designing Customer Profiles 1 Ideal Customer Profile (Persona) Description * AHAs: Lessons and Takeaways Toolkit Worksheet 4.1: Ideal Customer Profile (Persona) Description CHAPTER 5 • Managing Competition and Inertia 11 CHAPTER 5 • Managing Competition and Inertia	_	109
The Entrepreneurial Journey How Did Waku Launch Its Crowdfunding Campaign? Identifying Suspects, Customers, and Prospects B2B Versus B2C Profiling **ACTION CREATESTRIUMPHS (ACT): Designing Customer Profiles 1 Ideal Customer Profile (Persona) Description **AHAs: Lessons and Takeaways Toolkit Worksheet 4.1: Ideal Customer Profile (Persona) Description CHAPTER 5 • Managing Competition and Inertia 11		10)
How Did Waku Launch Its Crowdfunding Campaign? Identifying Suspects, Customers, and Prospects B2B Versus B2C Profiling **ACTION CREATESTRIUMPHS (ACT): Designing Customer Profiles 1 Ideal Customer Profile (Persona) Description **AHAs: Lessons and Takeaways Toolkit Worksheet 4.1: Ideal Customer Profile (Persona) Description CHAPTER 5 • Managing Competition and Inertia 11		110
Identifying Suspects, Customers, and Prospects B2B Versus B2C Profiling ** ACTION CREATESTRIUMPHS (ACT): Designing Customer Profiles 1 Ideal Customer Profile (Persona) Description ** AHAs: Lessons and Takeaways Toolkit Worksheet 4.1: Ideal Customer Profile (Persona) Description CHAPTER 5 • Managing Competition and Inertia 11		Ill
B2B Versus B2C Profiling ACTION CREATESTRIUMPHS (ACT): Designing Customer Profiles 1 Ideal Customer Profile (Persona) Description AHAs: Lessons and Takeaways Toolkit Worksheet 4.1: Ideal Customer Profile (Persona) Description 11 CHAPTER 5 • Managing Competition and Inertia 11		112
* ACTION CREATESTRIUMPHS (ACT): Designing Customer Profiles 1 Ideal Customer Profile (Persona) Description 1 * AHAs: Lessons and Takeaways 11 Toolkit 11 Worksheet 4.1: Ideal Customer Profile (Persona) Description 11 CHAPTER 5 • Managing Competition and Inertia 11		113
Ideal Customer Profile (Persona) Description * AHAs: Lessons and Takeaways Toolkit Worksheet 4.1: Ideal Customer Profile (Persona) Description CHAPTER 5 • Managing Competition and Inertia 11	<u>e</u>	_
* AHAs: Lessons and Takeaways Toolkit Worksheet 4.1: Ideal Customer Profile (Persona) Description CHAPTER 5 • Managing Competition and Inertia 11		
Toolkit Worksheet 4.1: Ideal Customer Profile (Persona) Description CHAPTER 5 • Managing Competition and Inertia 11		115
Worksheet 4.1: Ideal Customer Profile (Persona) Description 11 CHAPTER 5 • Managing Competition and Inertia 11		115
CHAPTER 5 • Managing Competition and Inertia 11		116
	Worksheet 4.1: Ideal Customer Profile (Persona) Description	116
Competitors Don't Always Look Like Voy	HAPTER 5 • Managing Competition and Inertia	117
Competitors Don't Always Look Like You	Competitors Don't Always Look Like You	117
•	÷	117

How Substitute Products Impact Revenue Potential	118
» ACTION CREATES TRIUMPHS (ACT): Friend or Foe?	119
The Right Perspective	119
» ACTION CREATES TRIUMPHS (ACT): Whom Do You Really	
Compete With?	120
Sources of Competitive Data	121
The Myth of First Mover Advantage	122
Second Mover Advantage	123
What Is Inertia?	124
Leapfrog Your Competition	125
» FOCUS ON APPLICATION: WAKU	
The Entrepreneurial Journey	126
* VIEW FROMTHETRENCHES: Go Nuts for Gonuts Donuts	
and Coffee	129
In Their Shoes	132
Building Your Business Model	132
* AHAs: Lessons and Takeaways	133
Toolkit	134
Worksheet 5.1: Competitive Assessment	134
Worksheet 5.2: Competitive Differentiator Analysis	136
CHAPTER 6 • Creating Brand Engagement	138
Building a Strong Brand	138
Don't Let Your Brand Be a Lizard	138
» ACTION CREATES TRIUMPHS (ACT): Your Favorite Brands	140
Consistently Communicate Your Brand Position	140
Why Do People Buy a Brand?	141
» EXPERT INSIGHT: Developing Powerful Brands:	
Dale Bornstein, CEO at M Booth	142
You Don't Control Your Brand Reputation	143
» ACTION CREATESTRIUMPHS (ACT): What's Your Brand Value?	143
Components of a Successful Brand	144
How Do You Create a Unique Brand?	144
» ACTION CREATESTRIUMPHS (ACT): Creating a Strong	
Brand: 8 Key Actions to Take	145
Building Your Business Model	146
» VIEW FROMTHETRENCHES: Bali Banana	148
Bali Banana: In Their Shoes	151
Master Your Brand Delivery Skills	151
What Are the Lessons Learned?	152
Make Your Elevator Pitch Soar Out of the Park	152
» EXPERT INSIGHT: Art of the Pitch, Paul Horn	154
* ACTION CREATESTRIUMPHS (ACT): Creating Your OWN Pitch Remember to Start at the End	156 156
Your Pitch	156
I Out I Iteli	150

» FOCUS ON APPLICATION: WAKU	
The Entrepreneurial Journey	157
* AH As: Lessons and Takeaways	159
Toolkit	159
Worksheet 6.1: Creating a Winning Elevator Pitch	159
CHAPTER 7 • Designing Marketing Partnerships That	
Empower Growth	161
Finding Partners That Fit	161
The Right Partnership	161
Using Your SWOT and PESTLE Analyses to Identify the Right I	Partner 162
» ACTION CREATESTRIUMPHS (ACT): Step-by-Step Process	
to Creating Winning Marketing Partnerships	162
Marketing Alliance Benefits	164
Risk-Reward Balance	165
» ACTION CREATESTRIUMPHS (ACT): Canine Connections:	
Partners in Action	165
» VIEW FROMTHETRENCHES:The Lasse Paakkonen Olympic Story	166
A Word About Business Values	168
Creating a Win-Win Scenario	169
Green Light Ahead	170
What Could Go Wrong?	171
Building Your Business Model	172
VIEW FROMTHETRENCHES: Artistia—Connecting Customers	
With Artisans	172
In Their Shoes	175
» FOCUS ON APPLICATION: WAKU	475
The Entrepreneurial Journey	175
AH As: Lessons and Takeaways Table 4	177 179
Toolkit Worksheet 7.1: Getting Partnerships Right	178 178
Worksheet 7.1: Getting Faturerships Right Worksheet 7.2: Partner/Alliance Analysis and Strategy	178
Worksheet 7.3: Individual Partnership Assessment	180
Worksheet 7.4: Partnership Checklist	183
CHAPTER 8 • Creating Sales Processes and Systems	184
Sales Is All About Building Relationships	184
Sales and Marketing Data Flow	184
Different Worldviews	185
Sales and Marketing Collaboration	186
Sales and Marketing Collaboration Model	187
» ACTION CREATESTRIUMPHS(ACT): Salesand Marketing	107
Collaboration Model	188

B2B or B2C or Some Combination of the TWo?	188
» FOCUS ON APPLICATION: WAKU	
The Entrepreneurial Journey	190
Designing Sales Processes and Systems	191
» ACTION CREATES TRIUMPHS (ACT): Sales Goals	192
Sales Analysis and Projections	192
Prospect/Sales Cycle	192
Customer Revenue and Profit Analysis	193
Marketing Tactics	193
Data Capture Plan	194
Managing Customer Relationships	194
Knowledge Is Power	195
Managing Your Team's Sales Cycle	197
Chewie's Colossal Cookie Company: Letting the Data Inform	
Your Next Steps	197
Building Your Business Model	200
» VIEW FROM THE TRENCHES: DetraPel—Repelling Stains	
One Customer at a Time	201
In Their Shoes: Achieving DetraPel's Sales Goals	202
» FOCUS ON APPLICATION: WAKU	
The Entrepreneurial Journey	203
In Their Shoes: Creating a Customer Sales Database	204
	204
AHAs: Lessons and Takeaways	204
Toolkit	205
Worksheet 8.1: Sales Conversion	205
Worksheet 8.2: Sales Time Analysis Worksheet 8.3: Sales Prospect Calculator	206 206
Worksheet 8.4: Sales Analysis Projection	200
Worksheet 8.5: Customer Profit and Time Analysis	208
Worksheet 8.6: Data Capture Plan/Dashboard	210
Worksheet 6.6. Data Capture Flair Dashooard	210
CHAPTER 9 • Solution Selling	211
Sales Is About Listening	211
Sales for Those Who Hate Selling	211
Ready to Start Selling?	214
Communication and Listening Skills	214
Analytical Skills	214
Organizational Skills	215
Time Management and Discipline	215
Keen Interest in Learning	216
Passion	216
Do Your Homework	216

Five Stages of the Sales Process	218
Stage One: Preparation	218
Stage Two: The Introduction	220
Stage Three: Preparing for the In-Person Appointment	221
Stage Four: The Meeting	222
Stage Five: Follow-Up and Servicing the Account's Needs	224
Dealing With Objections	225
Sales Tips for Building Relationships	225
Contact Times	225
Hot Buttons	226
Open Versus Close-Ended Questioning Techniques	226
» FOCUS ON APPLICATION: WAKU	
The Entrepreneurial Journey	227
Waku Sales Process and Product Pitch	227
In Their Shoes	231
* AUTHOR'S NOTE: Trust and Building Relationships As Seen	
Through the Eyes of a Car Buyer	231
Building Your Business Model	232
Networking to Jump-Start and Grow Your Business	233
It's Not About Making Friends	233
* EXPERT INSIGHT: Paul Horn: Golden Rules of Networking	233
Rule # 1: Networking Is Reciprocal.	234
Rule # 2: Opportunities Are Unlimited	234
Conferences as a Great Opportunity to Build Your Networking Skills	235
Holding Your Own Seminars and Webinars	237
Still Not Convinced	237
* AHAs: Lessons and Takeaways	238
Toolkit	239
Worksheet 9.1: Sales Stages Checklist	239
Worksheet 9.2: Selling to Difficult Customers	241
CHAPTER 10 • Doing Well While Doing Good	242
Aligning Your Messaging to Underscore Your Social Value	242
Are YOU a Social Entrepreneur?	242
Warby Parker	243
Revolutionizing an Industry	243
Editing Others Into the Conversation About Your Mission	245
The Ad Council: Inspiring Change, Improving Lives	245
Five Fundamentals for Making Social Impact on YouTube	246
Corporate Social Responsibility	247
Taking the Next Step in Corporate Social Responsibility	248
Think Like a Donor	250
	230

» ACTION CREATES TRIUMPHS (ACT): Finding Passion Around	
a Mission	251
Passionate Entrepreneurs Can Make a Difference	251
» VIEW FROM THE TRENCHES: Kees Chic—Saving the Planet	
One Plastic Bag at aTime	252
In Their Shoes	254
» VIEW FROM THE TRENCHES: Artyfactos—Helping Women—	
One Orange Peel at aTime	255
Earthy Yet Innovative	256
Understanding Your Customer Base	257
In Their Shoes » FOCUS ON APPLICATION: WAKU	258
	258
The Entrepreneurial Journey	259
 » ACTION CREATESTRIUMPHS (ACT): Mission-Focused Brands * AH As: Lessons and Takeaways 	260
ATI AS. Lessons and Takeaways	200
CHAPTER 11 • Deploying Omnichannel Marketing to	
Create Customer Engagement	261
	201
Let the Games Begin—Time to Focus on Your Marketing Campaign	261
Design	201
Getting Your Customers Engaged Through an Omnichannel Marketing Approach	262
Think Like Starbucks	
	263
» ACTION CREATES TRIUMPHS (ACT): Creating Seamless Experiences	265
Creating Brand Engagement and Buzz	265
Disruptive Brand Marketing Campaigns	267
Ceding Control of Your Brand	267
Return to Your Research Findings to Get Customer Touch Points Right 26	
	o
* VIEW FROMTHETRENCHES: Clothing Consignment: Research First—Channels Second	268
Omnichannel: Combining the Best of Old School Marketing With	200
New School Channels	269
Let's Talk Social	270
Content Is King	271
Public Relations and Creating Thought Leaders and Influencers	272
* EXPERT INSIGHT: Becoming aThought Leader and	2,2
Influencer—Lisa Murray	272
Find a Voice	273
Course Correct (if needed)	274
What if You're Not an Expert	274
Creating and Delivering Content	275
Blogs	275
Webinars	276

Podcasts	276
Videos	277
Exploring Top Social Tools	279
YoulUbe	280
Facebook	280
Instagram	280
Pinterest	281
Snapchat as a Marketing Tool	281
Email Marketing	283
Email Marketing Tips to Get You Focused	283
Tools, Tips, and Training Resources	284
» ACTION CREATES TRIUMPHS (ACT): Social Media Critique	
and Campaign Development	285
Part One: Social Media Critique	285
Part Two: Social Media Campaign	286
Information to Include in Your Social Marketing Campaign	
Presentation	287
AH As: Lessons and Takeaways	288
CHAPTER 12 • Leveraging Old School Marketing Tactics	289
Old School Never Goes Out of Style	289
Old School Methods of Reaching Your Customers	289
Brochures	289
Direct Mail	290
Get Them to Act	291
Traditional Advertising	291
The Power of Networking: Making the RIGHT Connections at the	
RIGHT Events	292
Where Else Can You Meet the RIGHT People?	294
Developing Your Network: You Can't Succeed Alone	296
» ACTION CREATESTRIUMPHS (ACT): Create a Networking Plan	297
» VIEW FROMTHETRENCHES: Stallion Deliveries	297
Mother's Day Campaign	299
Send a Smile: Eid (Celebration) Day Campaign	299
In Their Shoes	300
» FOCUS ON APPLICATION: WAKU	
The Entrepreneurial Journey	300
Your Marketing Campaign Rollout	303
Channels and Tools	303
* AH As: Lessons and Takeaways	304
Toolkit	305
Worksheet 12.1: Marketing Channel Projections and Analysis	305
Worksheet 12.2: Omnichannel Marketing Campaign	306
Worksheet 12.3: Marketing Campaign Strategy Outline	307
Worksheet 12.4: Networking—Making the Right Connections	309

CHAPTER 13 • Using Data and Passion to Move From	
Idea to Market	311
Understanding the Customer Journey Through the Data	311
Channeling Your Passion to Fuel Success	312
Watch the Flames	312
Learning to Accept Failure	313
» ACTION CREATESTRIUMPHS (ACT): Test Your Readiness	
to Commit to Your Venture	314
Scorecard Instructions	314
Cut Once, Measure Twice	317
Just the Facts: Getting the Right Data and Getting the Data Right	318
Where to Begin Your Analysis	319
Measuring Your Input and Outcomes	320
Sales Analysis and Projections	320
Prospect and Customer Sales Cycles	320
Employee Analysis	320
Customer Revenue and Profit Analysis	321
Product/Service Analysis	321
Marketing Tactics	321
Customer Lifetime Value	322
Selecting the Right Customer Mix	324
Your Data Capture Plan	325
Ready, Set, Launch: Your Marketing Road map	325
Navigating Your Path to Success	328
A Journey of Exploration	328
Oh! The Places You'll Go	328
Oh! The Places You'll Go!	328
Toolkit	329
Worksheet 13.1: Data Capture Plan	329
Worksheet 13.2: Measuring Your Input and Outcome	329
Worksheet 13.3: Customer Lifetime Value	331

332 337

References

Index