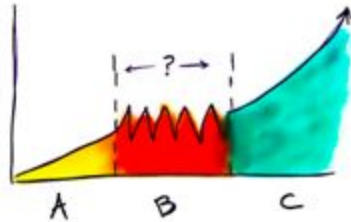


Predictable Revenue - Nail a Niche Workbook



If Growth's a Slog - First Nail A Niche

This workbook is designed to help you focus on one or two “niches” to make your lead generation more effective. Here, we want you to begin digging into the details of your ideal customer and contact profiles, understand why you need to ‘nail a niche’ to grow, and answer questions to begin crafting your outbound messaging.

Outbound Experience and Expectations

Current / Past Efforts

Have you done outbound in the past?

Write your comments here...

What results have you seen from those programs?

Write your comments here...

How can we help you win?

Write your comments here...

Why is There a Problem:

As your business follows a natural progression of growth you begin to run out of early adopters and need to begin to sell to mainstream buyers. The problem lots of business make is treating these two segments the same when they actually have vastly different buying habits. This what Aaron Ross refers to as crossing the hot coals, and Geoffrey Moore refers to as crossing the chasm (the gap between early adopters and early majority). The key differences between these customers is trust & attention.

When you are selling to friends, family, or through referrals you have the luxury of a large window of trust and attention. Your friends trust you (I hope) and will give you the time you need to effectively explain your product. When compared to mainstream buyers this window shrinks from hours to seconds, thus your selling process must change.

It is important to note that this isn't a phenomenon only related to new business building a customer base. These "hot coals" or "chasms" routinely pop up during business cycles whether it's when you launch a new product, pivot your offering, or a competitor disrupts the market. The business landscape is dynamic, it is important to be prepared.

Why Should I Nail a Niche:

- **Break through the noise:** Everyone is bombarded with noise and messages, and with copycat companies popping up overnight, every market is busy and competitive. Your ability to specialize, stand out, be targeted, and have messaging that is simple enough to understand is the key to growth.
- **Break a sales plateau:** With your niche nailed you'll be able to make more money per customer, have faster sales, higher win rates, and less effort per deal. When you know your niche you know who to target, what pains to address, and the business result you deliver. You know why your customers NEED you, not just why they WANT you. This lets you:
 - Sell Bigger - Make more money
 - Sell Higher - Senior buyers can create budget/timing
 - Sell Easier - remove obstacles, know your customers
 - Sell Proof - show them, don't tell them
 - Sell Smarter - right person, right pricing
 - Sell Yourself - be honest, help them, you know their pain

5 Aspects of a Great Niche:

1. Popular Pain (& Pain = 'A Need', not 'Nice to Have')

- a. We are looking for enough people with the same problem that they are willing to pay you money to fix it. It doesn't have to be everyone in a particular segment, just enough to have a market.
- b. What is the industry wide pain that you solve?
- c. Think where are you a "need to have" rather than a "nice to have". It takes time, energy, and money for a customer to decide to buy and adopt something new so you need to be clear on where you solve real pain.
- d. Are you solving a "one off" pain or a "recurring" pain for customers? "Install Salesforce.com" is a one-off. "Administer Salesforce.com for you" is recurring. It's nice not to have to start from scratch after every sale, and can find & help recurring customers.

2. Tangible Results

- a. What are the concrete benefits you deliver, you need to backup your claims?
- b. What case studies do you have that are relevant to who you are prospecting to?
- c. Is there supporting content (blog post, video, etc.) that displays you as an expert in your field?

3. Believable Solution

- a. What is your believable/repeatable solution to the industry pain?
- b. It must be repeatable to be scalable
- c. People need to 1) believe your claims and 2) in your ability to execute

4. Identifiable Targets

- a. Who do you want to talk to?
- b. Who makes the decisions, who is the internal champion?
- c. What are their specific job titles?
- d. Where do you find them?

5. Unique Genius

- a. How noisy is your market?
- b. What is your expertise or unfair advantage?
- c. What makes you stand above the crowd?
- d. Where can you stand out? How?

Expectations/Where to start:

The easiest way to start to find your niche is by listing out your possible niches, and rank them based on if they contain the 5 aspects of a great niche. Within each out think about:

- 1) Who are the companies that need (not want) your solution enough to pay real money to solve it?
- 2) Where can you find them?

- 3) How can you help them believe your claim?
- 4) How can you win deals?
- 5) How can you make your customers successful?

Next take the top 2-3 niche ideas and drill down into the following aspects:

- 1) Popular point of pain
 - a) What is the pain you are solving?
 - b) Why do your prospects need your solution?
- 2) Person in Power
 - a) Who is the decision maker?
 - b) Who has the power to say yes you know?
 - c) Who feels the pain the most?
- 3) Business and Personal Pain
 - a) Specific to the person in power what business pain do they feel? (ie. struggle to meet sales targets, can't get effective web analytics on their content, etc.)
 - b) What is the personal pain they feel?
- 4) Differentiated Solution
 - a) What do you offer that solves their pains?
 - b) From a customer's perspective, why are you, or seem to be, different than the 100+ people who *sound* like you?
- 5) Tangible Results
 - a) What are the concrete results the prospect will see?
- 6) Social Proof
 - a) What do you have that backs up your claims?
- 7) Other new future opportunities that are interesting or exciting
 - a) Weird, unique, amazing or interesting outlier customers
 - b) Partners (past, potential) - should you focus more on channels, or going direct?

Follow the process of List / Evaluate / Validate / Decide / Persist and you will be nailing your niche before you know it.

Fill in as much information as possible for your Top 5-10 Customers by Deal Size.

Customer 1 - <Name>

Popular point of pain	
Person in Power	
Business / Personal Pain	
Differentiated Solution	
Tangible Results \$\$	
Social Proof	

Customer 2 - <Name>

Popular point of pain	
Person in Power	
Business / Personal Pain	
Differentiated Solution	
Tangible Results \$\$	
Social Proof	

Customer 3 - <Name>

Popular point of pain	
Person in Power	
Business / Personal Pain	
Differentiated Solution	
Tangible Results \$\$	
Social Proof	

Customer 4 - <Name>

Popular point of pain	
Person in Power	
Business / Personal Pain	
Differentiated Solution	
Tangible Results \$\$	
Social Proof	

Customer 5 - <Name>

Popular point of pain	
Person in Power	
Business / Personal Pain	
Differentiated Solution	
Tangible Results \$\$	
Social Proof	

Customer 6 - <Name>

Popular point of pain	
Person in Power	
Business / Personal Pain	
Differentiated Solution	
Tangible Results	
Social Proof	

Customer 7 - <Name>

Popular point of pain	
Person in Power	
Business / Personal Pain	
Differentiated Solution	
Tangible Results \$\$	
Social Proof	

Customer 8 - <Name>

Popular point of pain	
Person in Power	
Business / Personal Pain	
Differentiated Solution	
Tangible Results \$\$	
Social Proof	

Customer 9 - <Name>

Popular point of pain	
Person in Power	
Business / Personal Pain	
Differentiated Solution	
Tangible Results \$\$	
Social Proof	

Customer 10 - <Name>

Popular point of pain	
Person in Power	
Business / Personal Pain	
Differentiated Solution	
Tangible Results \$\$	
Social Proof	

Complete the “Nail a Niche Matrix” exercise before proceeding:

You will have your ‘Go To Market Strategy’. You can then complete your Ideal Customer Profile & Meaningful Message that will resonate with your cold prospects.

Ideal Customer Profile

We’re looking at some high level filters such as revenue, number of employees, location, any technologies they use (which are relevant to the product / service you provide).

Fill in as much information as possible for your Top Customer.

Consolidated Ideal Customer Profile for Outbound Campaign

Name of Industry	
Revenue	
Employees	
Location / Geography	
Technology	
Specific Pain	