



MAKING IT PERSONAL

BUILD A TRIBE
WHO LOVE WHAT YOU SELL

THE
RETAIL
COLLECTIVE



MESSAGE FROM SAL

Hey there,

Can I let you in on a little secret? Before I even have an interview with a potential new client, I actually research them beforehand.

I play a little game, sifting through their website, social media and sometimes even popping into their store... and that game is all about trying to work out who their "target market" is. Who are they selling to?

Because I work so hands-on with those clients, I like to know as much as possible about what their customer is thinking.

Unfortunately, it's not always super clear from the outset. Sometimes the pricing doesn't match the branding. Or the language in their social media posts seems to be talking to millennials, but the fashion is all targeted at over-40's.

What you're going to learn in this Action Plan is one of the big changes that we make. It is the secret sauce that many independent retailers overlook, in fear of losing customers.

But that's not going to happen! Instead, we're going to build a TRIBE. Are you ready?



**WHO ARE
YOU SELLING TO?**

YOU ARE NOT YOUR BEST CUSTOMER

REALITY CHECK

It's easy to fall into the trap of thinking that YOU are your best customer and as a result, marketing to yourself.

After all, YOU built this business. You fill it with things you love, right?

But the problem with this mindset, is that you bring all of your own biases on pricing, branding and even merchandising, rather looking at your business from the perspective of your customer..

SHOULD THE CUSTOMER COME FIRST? ALL THE TIME??

Why is this concept so important?

Well this is the first step to being kick-as\$ retail/ecommerce store owner.

Because there is a good chance your competition haven't done what you're about to jump in and master.

Because when you know exactly who you're selling to, you're business will completely change.

When you know EXACTLY who you **want** to sell to, all of a sudden, you have a foundation to refer back to **WHENEVER** you make a business decision.

For example, when you're choosing a new product line, you're able to ask yourself, would Emma, my 28 year old lawyer who is planning her wedding, really be able to relate to this new product?

How would I sell the product to her, to align with her values?

What problem would this solve for her?

DIFFERENT IS BETTER THAN BETTER

When you market to everyone, you market to no one.

When you don't know who you're truly serving, you're vanilla.

You're plain.

I hate to break it to you, but you're nothing special.

And this will NOT build you a Tribe of loyal customers.

You aren't going to speak to your Tribe - that Ultimate Customer, when you're copying what everyone else is doing.

Different is better than better!

DO I REALLY NEED TO DO THIS, SAL?

You're not the first person to ask me this and you won't be the last.

When I work with my 1 on 1 clients (many who have been in business for years) and they tell me they're struggling to get customers, they seem to be constantly dealing with refund requests and stock just isn't moving like it should, this is our go-to exercise.

And once we've finished, everything becomes clear and we can develop marketing strategies that bring in the RIGHT customers, buy the stock that those great customers actually want and not be relying on sales and discounts to bring in the cashflow.

Here's why your WON'T do this exercise

- 1) It takes work. Real brain power. Like, you actually have to THINK
- 2) Fear. You fear that if you refine this ideal customer down to a certain person, you'll lose all of your other customers.

Trust me - this is NOT going to happen.

Here's why you SHOULD.

You want:

- ▶ Hassle free customers
- ▶ More sales
- ▶ More cashflow
- ▶ Less returns
- ▶ Less discounting

ACTION

WHEN YOU MARKET TO EVERYONE, YOU MARKET TO NO ONE

BE AWARE

Pay attention to your customer's behaviour patterns.

- ▶ What are their needs (relative to your product range) eg, do they need someone to help them choose colours, do they need someone to show how to use the product?
- ▶ What times of day do most customers come in or do you have the most visitors to your website?
- ▶ Why do people choose YOUR store over others?
- ▶ What problem are you solving for her/him?

ASK

Formulate a pattern of their likes, habits and trends.

- ▶ What other brands do they like?
- ▶ Are they online or instore shoppers? Why?
- ▶ Do they like shopping?
- ▶ Do they have children? Are they married?
- ▶ What magazines do they read?

LOOK

Add the things you see to your ultimate customer profile and start to tailor your offering (hint, use social media to "look" at your virtual customers")

- ▶ How do they dress?
- ▶ What sort of car do they drive?
- ▶ What's their average age?
- ▶ Do they shop in a group, with a partner, with their best friend, their mum, their dad, or by themselves?
- ▶ What type of phone do they use?
- ▶ Which social media platform do they hang out on most?

LISTEN

Listen in and see what concerns your customer has.

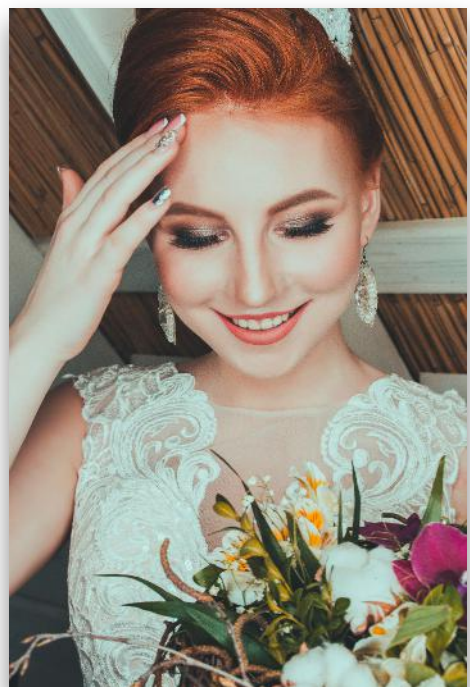
- ▶ What questions are they asking over and over again? hint, use Facebook groups to check
- ▶ What social issues do they align with?
- ▶ What trends are they following?



**WHICH CUSTOMER
DO YOU REALLY WANT?**

WHAT DOES YOUR ULTIMATE CUSTOMER LOOK LIKE?

Who Is Your Emma?



Emma

Emma is 28.

She works long hours as a lawyer in the city.

She is often tapping away on her iPad or Mac even when she's on the bus to and from work.

She works 5 days a week and loves nothing more than to flop on the sofa when she gets home from work, order some takeaway and watch TV with her fiancé Bryce.

Bryce is an electrician.

He gets up early, loves to surf and is looking forward to buying an apartment with Emma in the next 12 months.

Even though they're both earning a great wage, they're conscious of their spending as they're saving as much as possible for their deposit.

That said, they seem to be at the pub every Friday with friends and love going to watch live music.

Emma is mindful of their budget as well, so she's doing as much as possible to DIY the wedding.

She has a whole bunch of Pinterest boards for place settings and decor ideas and spends hours searching sites like ebay/Craigslist/Gumtree looking for bargains

