

Flying Solo podcast - Amy Mioceovich

Marketing secrets that will turn strangers into superfans

*Automated transcript

Cec Busby INTRO:

Hi everybody. I'm Cec Busby, editor of Flying Solo. Welcome to our weekly podcast where we step inside the minds and lives of soloists and small business owners.

Are you tired of wasting money on marketing that doesn't work? Well, you're not alone. Fortunately, our next guest, Amy Mioceovich, has the answer. Amy is a sought-after marketing expert, the founder of the Lumos Agency and the author of *The Very Good Marketing Guide*.

In today's episode she steps us through how to create a marketing strategy that will turn strangers into converts and help you grow a loyal client base.

Cec Busby [00:00:01]:

Welcome to the show. So great to have you with us today.

Amy Mioceovich [00:00:04]:

Thank you. Thanks for having me.

Cec Busby [00:00:06]:

My pleasure. Now, you're a bit of a marketing guru, so can you tell me where did your passion for marketing first come from?

Amy Mioceovich [00:00:18]:

It's actually a weird story. When I was at university, I was studying something completely different, and I started working part-time for a car racing track. And they came to me one day and they said, Amy, we advertise on radio, we advertise on TV. But people your age, they don't listen to radio anymore, and they don't listen to TV. And this was back in 2011. And I said to them, well, they use social media, like they use Facebook. And they said, well, do you want to have a play with it? And that was my absolute first experience in marketing. And just having free range to do whatever for this really big company, just on a whim, was just this amazing opportunity. It made me fall in love with, I guess, the intimacy of small business as well, and the possibilities of marketing and how it can actually connect with people that you didn't realize you could connect with.

Cec Busby [00:01:17]:

And so now you've decided to put all that wisdom between now and then into a book, *The Very Good Marketing Guide*. What was the reason you decided it was time to put everything down into a book?

Amy Miocevich [00:01:30]:

Well, we run an agency for small business, and we've spent such a long amount of time, I guess, getting to know people and understanding not just what marketing they need, but how to approach it. And small business ownership, and even medium-sized business ownership, as a founder, it's hard to get a grip on everything, right? And marketing is something that can seem really complicated. And I wanted to, I guess, boil down a lot of these technical concepts or these theoretical marketing concepts into something that had actions behind it. So something that someone could get up and do based on our experience and what we know works on behaviours as well. So that's why it's taken us a long time to, I guess, test some of these pieces that are in this book and collect these amazing stories. And it's come together, and I'm so proud of it. It's a really nice collection.

Cec Busby [00:02:24]:

Yeah, it's actually a great read. And I learned some stuff along the way there as well.

Amy Miocevich [00:02:30]:

I'm so glad.

Cec Busby [00:02:33]:

Now, just to pick your brain a little bit, what are some typical mistakes that business owners make, from your experience, when it comes to marketing?

Amy Miocevich [00:02:43]:

I think consistency is one of the really big ones. And, I mean, I own a small business myself. The days are long and keeping consistency and sticking to something and giving it 100% of your effort for a long amount of time is really hard, because it feels like forever. But also it's a risk. With small business, every dollar really matters. So sticking with something when you're not getting an immediate result can seem like a really scary thing. But like with anything, time plus effort normally leads to results. And consistency is something I see, it's really hard to maintain.

Cec Busby [00:03:35]:

It is hard to be consistent, you're right.

Amy Miocevich [00:03:39]:

But in any aspect of life. And I guess when you're growing a business, if you try something and you're like, yeah, I'm going to try it, then you get busy or you not getting the results that you want and it slips away and suddenly you're giving it 20% of your effort instead of 100%. And if you're not maintaining the 100% of effort, you can't really know whether it does work or doesn't work.

Cec Busby [00:03:59]:

Yeah, if you're not willing to give time for your strategy to kind of tick over and actually get some momentum, then you're wasting your time, aren't you?

Amy Miocevich [00:04:09]:

Yeah. It's a really tricky one. We have a lot of people that give social media a go and social media is one of those things that you have to show up 100% for, or at least consistently for. And it's such a quick one that just falls off that we have people come back and say, social media is not for me. Is it not for you and your business or is it not for you at 20% of the effort that you could be putting in? I guess it's a consistency thing that I think a lot of people just struggle with. It's hard.

Cec Busby [00:04:42]:

So what do you think goes into the basis of a good marketing strategy?

Amy Miocevich [00:04:53]:

What we talk about in the book, it's not complex, right? It's this idea that there's a linear journey between someone that doesn't know who you are and someone who's your biggest fan, right? So the journey from that stranger all the way through to that biggest fan, it's a journey where, I guess these strangers come into contact with your business at different stages. They might visit your website, they might see something on the internet about you, they might talk to a sales representative - they'll get your products delivered and eventually, if you've done a really good job, they'll be your biggest fan. But in no world does every single stranger that comes into contact with your business become your biggest fan. It whittles all the way down, right? So marketing, I guess, is just about understanding that journey and figuring out what you can do along the way to make sure the absolute most number of people go from being a stranger through to being your biggest fan. And a lot of the time when it comes to building a strategy, it's not about just attracting strangers. It could be about making the most of every lead that you get and working on that conversion rate. Or it could be about delivering your products in the absolute best way possible and marketing to your existing customers. Or it could be about your website and figuring out how to capture people and collect those leads. We find that so many businesses focus on the new shiny stranger and they might have word of mouth coming in all the time and not really understand how to make the most of the people that are already halfway there. So I guess when you're building a strategy, it's really looking at this entire piece and going, well, where's the lowest hanging fruit? Or what do we have the resources to improve now? And

how can we dedicate time to it before going out and trying this new exciting thing in the marketing world?

Cec Busby [00:06:46]:

I guess as well, when it comes to small businesses, they think about marketing and all they really think about is advertising, where they're going to spend their advertising dollars, whereas it is much more complex than that as well and so much about the customer experience and knowing who your customer is and servicing them.

Amy Miocevich [00:07:07]:

Yeah, definitely. I mean, it's kind of funny and you would have read in the book, we talk about marketing in such a wide context. We talk about sales and we talk about product delivery, we talk about all that kind of stuff. Because I guess in my world, marketing is anything that's convincing someone to do something right? And that conversion rate or that opportunity for someone to continue on their journey from being a stranger through to a fan, all of the things, all the interactions you have with them are all marketing opportunities. And I think that's something to kind of step back and look at. So if you're putting together a branding pack or a marketing message or anything like that, all of that stuff that has to keep coming in through this entire journey that they're on. In a sense, all of those things are marketing things and the whole journey is about marketing effectively.

Cec Busby [00:08:06]:

So should we really be thinking about our marketing strategy as part of our day-to-day, everyday business?

Amy Miocevich [00:08:14]:

Yeah, I mean, it's a system that is the same as any operating system within a business and it should be something that you hold on to and you understand within your organization and you talk about it and you align it with your goals. You know how we're saying this is a linear system. Well, with a linear system you can work backwards from goals to work out what kind of marketing you need, or how many strangers you might need and how many of them are going to turn into customers. And if you make that, I guess, part of your day-to-day conversation within your organization, you're always going to give it the energy it needs. And that's not to say you have to do all the work yourself, because there are so many different technical skills that sit within this marketing umbrella. But as a founder, or as a marketing leader or I guess an owner, all that kind of stuff, you need to understand it at a high level and understand what the strategy is, to combine your intimate knowledge of the business with the technical skills that you may not have to get the best result.

Cec Busby [00:09:22]:

That's a good point as well. You may not have the technical skills. So as long as you pass that knowledge on to someone else who can do that marketing for you, don't feel like you have to do everything yourself. Your time would be better spent focusing on what you do well.

Amy Miocevich [00:09:38]:

Exactly, yeah, but that's not to say ... it's kind of two-sided because you don't want to just go, I think we need SEO, or let's just do some SEO or digital advertising. There's a middle ground where you need someone with the technical SEO digital marketing skills, but you need to be able to come to the conversation with, this is what our business is. This is what SEO may mean for us. This is what results I might be looking for. These are the customers that we target. And actually have that conversation where you're both using your own knowledge, your knowledge and the knowledge of the technical person to come up with this amazing solution together. And there's just so much strength in that. And this kind of book is equipping founders, owners, leaders that may not have that technical knowledge with the foundations to have those conversations. And that's what I wanted to write. I wanted to give anyone the tools that they could use to begin that journey.

Cec Busby [00:10:42]:

So, if we're going to be passing part of our marketing strategy and action onto someone outside of our business, what are some questions we should be asking them before we engage them?

Amy Miocevich [00:10:55]:

It's a really interesting one, actually. My agency sits within, I guess, the realm of possible partners, and we often compare what we do to others and try and understand what kinds of services or conversations we should be having with our customers, comparatively to what other people might be having. And it's quite a complicated industry because you have someone from a freelancer that might be costing you \$10 an hour, all the way through to a local branding agency that might be costing you \$250 an hour. And it's hard to understand what work they do and where the value comes from and what the results are going to be. And more money doesn't always mean great results. It's just a very wide industry. And often we talk about that with our clients and we bring it up front and we say, well, there isn't a one-service-fits-all business, and there's not one price that people pay. Like, it's so diverse that it is really hard for businesses to even choose someone to sit down and talk to. And so those kinds of questions that you ask, I guess, are really important to identify, I guess, what results you can expect, what kind of help that they need from you, how collaborative the process may be - anything that you can talk to them about or bring to them about the wider strategy. So if you sat down to meet with someone in the digital marketing space and like I said before, they could be an SEO consultant, using your knowledge of your entire marketing strategy means that you can sit with them and explain that the purpose of the work you'd like them to help you with is to help strangers visit your website. And these are the kinds of numbers that you're thinking, how much do you think that would cost? What kind of results can we expect? I think those are the kinds of questions to ask as well as, I guess, figuring out whether you guys are a values fit. I definitely think that when you are a business, a small or

medium-sized business, and you're looking to partner with an external stakeholder, asking questions about what they would do if you had a difference in opinion, what would their approach be if something wasn't working? Are you happy to try ideas that are out of the box? Those kinds of things that might make you understand more about who'll be doing the work, what kinds of communication you can expect, whether you are a values-aligned company as well. Those kinds of questions mean that your relationship can be stronger and you'll get the best results and you'll have, hopefully, a long relationship with them that's collaborative and healthy.

Cec Busby [00:13:46]:

When you're talking about the best results as well, how should business owners be measuring the success of a marketing campaign? Because it's not necessarily all about the sales.

Amy Miocevich [00:13:58]:

No, it's really interesting. So that linear journey we were talking about, we break it down into five key steps. And there's your strangers, there's your visitors of your website, your leads (so people that haven't bought from you but maybe talking to you), there are your customers (the sales that you're getting), and then there are your fans (the people that are giving you all that great feedback). Or we actually use Net Promoter Score to determine how many fans you've got. And each of those touch points has a number that you want to be looking at and measuring. And because it's that linear journey, if you said to me, Amy, I'd like 20 sales this month, then we can sit down and go, great, well, tell me about your sales process from leads to customers. So what's the conversion rate like? And if it's 20% - great. Well, that that means that, you know, we need let me just do that quick math. We need 100 people to contact us this month in order for us to sell to sell 20 things. So then suddenly you're talking about 20 leads, sorry, 100 leads, which doesn't seem as overwhelming as 20 sales. It's 100 inquiries. Well, we know that our website converts at 5% or whatever it is. So we need 2,000 visitors on our website this month. Okay, well, how are we going to get 2,000 visitors? Well, we've got all these advertising mediums at our disposal and one of them could be SEO, which means that when you do sit down with an SEO provider, you can say, well, this is how many overall people we're looking at hitting the website. We already have this channel and this channel and we need another 500 visits per month. We want them to be around these kinds of keywords and what's involved, and those are the kinds of numbers. It sounds a little bit convoluted, but when you do boil it down like that, it's actually quite approachable and comfortable. And those are the conversations that you can have and the targets you can set so that you're actually, I guess, drilling down, but also not drilling down. So instead of as an owner or a founder harping on about these 20 things, you're actually going back all the way down and saying, well, it's 2,000 website visitors, let's focus on that, let's make this metric better. Or, and just to throw another spanner in the works, or maybe we need better than a 20% conversion rate from our sales team. Maybe we need to increase that to 40%. Suddenly we only need 50 inquiries instead of 100. There's a lot of numbers you could look at within this entire marketing system that you can focus on and look at it at different stages and give energy to. And that's I think the strength in really boiling down this marketing system rather than just focusing on sales.

Cec Busby [00:16:48]:

Yeah, for sure. And always going back to the numbers and looking at the data and trying to measure what it is that you're wanting to achieve.

Amy Mioceovich [00:16:58]:

Definitely. Yeah, definitely. And it's hard. It's not easy. Sometimes numbers are really hard to find, sometimes you're just guessing. But any kind of visibility is good, right. So definitely don't beat yourself up if you can't find these exact figures all the time. It's a hard thing to look for. And a lot of marketing mechanisms aren't always digital. A lot of people phone you up out of nowhere and you haven't recorded that anywhere. It's just hard. It's hard. It's not perfect.

Cec Busby [00:17:24]:

Nothing's perfect, Amy.

Amy Mioceovich [00:17:28]:

No. Well, the good thing is it's never perfect, right? So I often say, well, it's always going to be imperfect, so at least it's consistent. Right? The imperfectness of it is consistent. So measure what you can and your results will come out and what you can measure because at least it's consistent. Consistently imperfect.

Cec Busby [00:17:46]:

Yes. Back to the consistency.

Amy Mioceovich [00:17:49]:

Yeah, exactly. It's that message. Yeah.

Cec Busby [00:17:52]:

So at the moment, obviously a lot of businesses are doing it pretty tough and marketing spend is often the first thing that goes, but that shouldn't be the case, should it?

Amy Mioceovich [00:18:06]:

No. And when I was writing the book, I spent a lot of time trying to answer the question that we get a lot, which is - how much money should I be spending on marketing? And we get it a lot because even if you're doing a budget, it's great to know how much of your budget you can or you want to dedicate to marketing and really work towards keeping that and working all your margins and stuff around that. And the research that we found was like 4% or 2 to

4% of your total revenue should be dedicated towards marketing, which is, I guess, in some ways not a lot, but in other ways a lot. What do you think about that number?

Cec Busby [00:18:48]:

I don't think it's that much, to be honest. I think we should all be able to afford 2 to 4% on promoting our own businesses. Surely.

Amy Miocevich [00:18:59]:

I agree. Yeah, sometimes when I look at it, I always think about how much money we spend on our company and it goes in ebbs and flows, I think. There's a book called *Scaling Up* by Vern Harnish and he talks about how you need to change your marketing spend, I guess in ebbs and flows, based on whether your business is going through a growth phase or whether it's going through like a stable phase. So, if you're launching a new product, if you are aggressively pushing sales, if you've just taken on a cost that you want to make back the money from - you might need to invest more than 4% in marketing in that period. But then in other periods where you find everything's kind of stable, the business revenue is looking good, everything's just ticking along nicely. That spend could be less or it could be bang on the 4%. But that's something to recognize as well, is it should change. Because when you're pushing for new growth horizons, your percentages that you spend on things should change as well.

Cec Busby [00:20:12]:

If I don't have much of a budget, where should I be focusing my attention, do you think?

Amy Miocevich [00:20:17]:

Well, it just depends on where the bottleneck is in your current linear journey. So we do talk about that a lot. And depending on where your business is at right now, and it will change, there'll be a particular section of this journey from a stranger to a fan that is weaker than the other parts, or not performing at what we call benchmark or industry benchmark. And identifying, using your numbers or even anecdotally, using the quiz that we've got in our book or on our website, you can identify which area is your weakest bottleneck at that stage. And there are so many things you can do to improve it without spending a dollar. And it's really just understanding that there is a weakness there and even small changes can make an impact.

Cec Busby [00:21:10]:

I was just going to say, so when you say 'things you can do without spending a dollar', I'm sure everyone's ears pricked up.

Amy Miocevich [00:21:19]:

All right, well, I'll give you a really great example. We use this methodology obviously every day and we encourage all of our customers and anyone we come in contact with to do this bottleneck quiz. And very, very rarely does someone tell us or it comes out that their bottleneck is attracting strangers or using, I guess, what we would call attraction marketing. So like SEO, digital marketing, all that front end stuff. Most of the time there is another facet within their business that isn't quite performing at benchmark or isn't where they want it to be. And a really good one is in product delivery. Oh, there's so many good ones. Product delivery is a really good one. So if you're a service based business, there are lots of things that you can do, little things that can improve the chance of someone going from becoming just a customer through to becoming your biggest fan. And it's always something that gets talked about a lot is 'lifetime value' and how important reviews are for your business and how word of mouth is, all this, and it is really, really important. But how often do we deliberately sit down and look at how we deliver products and make sure they are not only delivered exceptionally well, but consistently delivered exceptionally well? So we've spent a lot of time working with a service provider over the last couple of years who has a very, very wide - I think there's 45 people within their organization that deliver services every single day. And the problem with, well, not the problem, but the opportunity for a business like this is ensuring that their team delivers things consistently. Because if you call up this company one day and they get X experience, even if it's great, you might call up the second day, and if the experience is less than that, even if it's still good experience, it's going to seem like it wasn't a great experience. And if they call up a third time, even if the experience was still a very decent experience, they got what they've paid for, all that kind of stuff, because they weren't getting what they got before, they're no longer going to be a fan of yours because they feel like you've taken it away from them. It's the same as if you had a good day one day and the next day you're really tired and the baby was up all night or whatever and so you gave a mediocre service. And that kind of consistency and the lack of consistency can be something that is, first of all, really easy to fix, but second of all can make a massive difference on your business. So measure it – start sending out those net promoter surveys, find out where you're at.

Cec Busby [00:23:54]:

So how do we make sure then that every touchpoint of a customer journey is a great experience?

Amy Miocevich [00:24:01]:

To be really fair, consistency is, and this is my favourite word, consistency is more important than being exceptional. So if you sat down and you recorded the things that you do when someone purchases the product, from when they place the order all the way through to when they get it delivered and beyond, what do you do? I mean, everyone's business is different. But let's talk about a service-based business. If you were offering services on a regular basis, someone calls - every single touch point from when you pick up that phone all the way through to when you've delivered what you need to deliver - what is that process? And I don't necessarily want exceptional. I want consistency. So what is the minimum you think you can deliver consistently, every single time, and work towards maintaining that for as long as you can. So I wouldn't touch on exceptional until you can promise me that you can

deliver the same thing every time. And as you grow your team as well, them delivering the same thing every time. So it's really just capturing that as a process, the same way you'd capture another process around your business. And then slowly, over time, once you can deliver that consistently, you start making what we call marginal gains. So there's a really cool story that's talked about a lot in business. It's like a cycling Chinese cycling team or something going to the Olympics, and they looked at this cycling team, and they looked at everything they did in this race, and they improved things by 1%, just little things. And eventually they ended up winning, I assume, and surprising everyone. And it wasn't through anything dramatic. It was just little tiny 1% improvements. And even though 1% improvements might not seem like a lot today, if you can consistently keep those changes, if you can consistently improve little things 1%, in a year's time, you could have a completely different service, and you didn't even notice.

Cec Busby:

Incremental change. That is important, isn't it.

Amy Miocevich:

It is. And it doesn't feel like a lot. And it feels useless at the time because it's not having a massive impact today. But when you look back on that and you go, okay, well, as soon as we deliver our products and services, someone gets this. Or when we hang up the phone, we say this. And when we answer the phone, we say this. And when we're talking to them, we repeat what they've said to us back so that they know that we've got it. Just things like that. There are so many little bits and pieces that you can study. And a lot of the time when you've founded a business, you automatically include all this stuff in your very first interactions with your very first customers. Like, you go above and beyond and you do everything you can because you're excited about what you do and you want them to have the best experience. And over time, the business grows, you move out of that role, you're more fatigued, you're bored of the same conversation all the time. All those things that you did at the start, they drop off, because that's just the reality of owning a business. But how can you go all the way back and put your mindset in that first day and say, well, what did I do and what can we do as a business? It might not be exactly that, but what can we do as a business and what can we stick to, to make sure that we give someone a consistently good experience and over time, how can we make sure we slowly improve it? And that is absolutely free.

Cec Busby [00:27:33]:

That's so true. And it is again, about that consistency. Consistency. Consistency. Consistency.

Amy Miocevich [00:27:41]:

Look, it's still a hard thing to do. I profess to not be perfect at it either. But it's better than doing nothing, right? It's trying it and doing as good as you can is going to always be better than just doing nothing.

Cec Busby [00:28:00]:

Now, what do you think at the moment is delivering the best bang for buck in terms of marketing channels?

Amy Mioceovich [00:28:07]:

That's a really hard one because everyone's businesses are quite different. There's something that's worth a read is a book by Donald Miller called *Building a Story Brand*. I'm not sure if - have you read it?

Cec Busby:

No, I haven't.

Amy Mioceovich:

It's a really interesting one. He's this guy in the US and it's a fantastic book and he has this, I guess, copywriting framework which is about building a story and it talks about positioning your business and yourself as the guide to someone else's journey. And it's almost like a language exercise, where instead of going out on your website or on social media or in your sales conversations as 'we do this, I do this, I can do this, we do this best', it's reframing your entire conversation to identifying who the actual hero is in here - and the hero is the customer. What their needs are, what their problems are, internally and externally, and then how your products and services fix those, alongside you as the guide. And it sounds like an interesting one, but in every context that we have applied this language and this framework to someone's business, regardless of whether that is changing their wording on a Facebook ad, changing their website text, changing the conversations that they have with customers in their selling process, their proposals, their emails. Every time we've changed the language, it's always ended up with a better outcome.

Cec Busby [00:29:44]:

Great businesses are solving problems for their customers, aren't they?

Amy Mioceovich [00:29:49]:

Yeah, but a lot of the time you feel a bit silly really spelling it out. But it works because the bigger you can make the problem seem, the more desperate they are for a solution. So if you spend the time going 'dead batteries suck, not only do they stop you from doing the things you want to do, but they impact life-saving technology. Dead batteries can stop a fire alarm working, a smoke alarm working. Dead batteries can stop your remote from doing something' - that kind of language. The bigger you make the problem seem, the more people go, oh my gosh, I need that long lasting battery. Like, I need it. You're not going to them and saying, 'we have the longest lasting batteries, buy our batteries'. It's different. It's a different conversation and it's such an interesting one.

Cec Busby [00:30:49]:

Especially someone else has those longest lasting batteries, don't they?

Amy Miocevich [00:30:53]:

Yeah, but it's just one of those things where you go, the more you can make the problem seem crazy. And then when you talk about your solution and how that's going to help them, the more they're like, 'oh my goodness, yeah, of course I'm going to buy that'. Right? It creates the urgency. But yeah, to your question, the one thing that - it's not a technique. Like, obviously, every business has a different customer base and there are so many different channels working right now. But definitely the one thing that I see consistently working, regardless of the technology, regardless of the customers, is just changing your way of thinking about how you talk about your business.

Cec Busby [00:31:32]:

That's interesting. Don't pour all your money into Facebook ads...

Amy Miocevich [00:31:42]:

I could have said that, couldn't I? But it's one of those things where even if you did and the message was wrong, it's a waste of money.

Cec Busby:

So, get your messaging right to start with.

Amy Miocevich :

Get it right. And we're doing a project at the moment for an organization and they do large tenders. And they were talking about who the tenders are presented to and who the customer is. And they'd written it in such a way that talked about why they're the right people to pick, but not once did they talk about how what they do is just a small piece in a bigger project that this particular company is tendering for. So it sounds really odd, but the way to structure that kind of conversation is, our involvement is to help you get the best final outcome for your project and we will help you achieve that. It's not all about me, me, me, because as soon as you start making yourself the hero of the story, the more distant the reader feels from you as a company and you feel like you're almost competing with them.

Cec Busby [00:32:52]:

A final question for you about turning those customers who are just browsers into super fans. Is there any strategy to get them there?

Amy Miocevich [00:33:09]:

Well, in my book, *The Very Good Marketing Guide*, we take you through that journey and help, not just businesses who currently have an organization beating a bottleneck, which is that concept I was talking about before - identifying where your biggest bottleneck is and starting there - but then building it from the ground up, which is also something that a lot of businesses we work with want to do. Like, let's just throw it all out and build the best case from the ground up. And we say the same thing, we always talk about starting with the message - what you're trying to communicate, because that's going to go across the whole system. But then when you are building this kind of framework from the ground up, my recommendation is to always start with where the money changes hands. Which sounds like an interesting one if you're looking at this entire thing and you're going, oh my goodness, I do not know where to start, take the bottleneck quiz, first of all - grab a copy of this book because it's going to help you identify where your biggest weakness might be. But if you're coming and saying, I just want to start from the start, I don't really have a plan at all. I just want to build something. Start where the money is. Because where the money is, is normally where you've got the best opportunity to find the people that may already know you exist and the goodwill that you've already put out there. So the day you start a business, you've probably told ten people about you, right? The first question they're going to ask is, how do I buy this service? So if you start with that conversation and turning those inquiries or those leads into customers and you figure out that process first, then you're done. At least you've got the quickest possibility of getting people over the line. If you come and start with Facebook ads or social media or whatever, but you don't have that part worked out, then you're going to lose the people that you've brought in. And from there you just work your way out. So then how do you get the leads? How do you get the inquiries? Do you have a website? How do you bring people to the website?

Cec Busby [00:35:11]:

So, start by making it as seamless and frictionless a sales experience as you can.

Amy Miocevich [00:35:16]:

Yeah, I think so. I think logistically, that's normally the quickest and easiest way of building your business, is figuring out how to convert the most number of leads that are already sitting on your plate.

Cec Busby [00:35:30]:

And what about those superfans? How do we make more - this will sound terrible - but more use of them as a business?

Amy Miocevich [00:35:37]:

No, it's true. There's no point having the best product delivery experience in the world if you can't do anything with them. And that's really all about relationship building. So we talk about reviews, repurchases and referrals and they're the three things you want from your superfans. And technically, it could be to do with communicating with them via email. But I mean, how do you thank them for being around? How do you celebrate them for purchasing

from you, and how do you celebrate them for purchasing from you again, a second time? How can you show them how much you value them? And how can you keep in contact with them, in whatever way that is. Whether that's social media, whether that's an email communication, whether you call them. Depending on what your business looks like, it's deliberately looking at these people and figuring out how you can get in touch with them and talk to them as much as possible. And it could be as easy as blocking an hour out in your calendar every two weeks just to look at them and figure out what to do with them. Just give them the energy that they need. They're the most important group of people in your entire repertoire because they're worth so much money. I mean, the other day I was with the girls. We were walking down to get coffee just down from the office, and we all just kind of realized how much money we spend at this one coffee shop. And we go back every day. We spend \$5, \$10 there every single day. We're spending thousands of dollars there a year. And they know our name, and they always say hi when we walk in. They do all those little things that make the product delivery experience fantastic. But the day that that all gets removed, we all know that - it's so easy to just walk down to another coffee shop. That product delivery experience is so important. And we keep coming back again and again, and they give us a loyalty card, and they give us free things every now and then. And that's how they've chosen to celebrate their fans and really show us they value us.

Cec Busby [00:37:43]:

Yeah, we actually did a poll in our office a few months ago on that very thing. Like, would you go back to the coffee shop if they don't remember your name or your order when you've been going for a while?

Amy Miocevich [00:37:59]:

But it's so true, because when you actually think about it, \$5 a day is thousands of dollars a year. It's just crazy to think about that. And we're fickle people. It'd be great if we could have the same consistent experience every single time, but it's not always reality. But how can you bounce back from that? And how can you keep the consistent things consistent?

Cec Busby [00:38:25]:

Thank you so much, Amy. On that note, I think we should end - we've come full circle. We're back to the consistency. Thank you. Thank you very much.

Amy Miocevich [00:38:34]:

No, thank you. It's my pleasure.

Cec Busby [00:38:36]:

Awesome. Bye bye for now.

Amy Miocevich [00:38:39]:

See you.