

We're covering:

- Your ideal customer
- Customer growth strategies
- Crafting offers to attract your ICA







Hi, I'm Justine

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MY BUSINESS JOURNEY



1994 The OG freelancer





2015 - 202





2020 Flossi Creative Pty Ltd



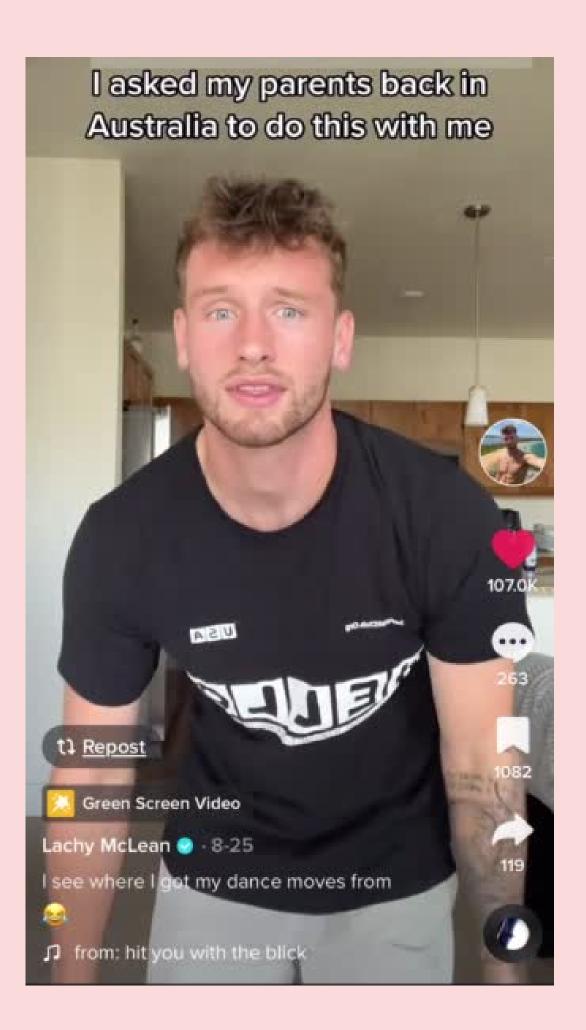
2016 - 2020 Business Bookkeeping Advantage

IT'S ALL ABOUT FAMILY









DOWNLOAD THE PRESENTATION SLIDES HERE

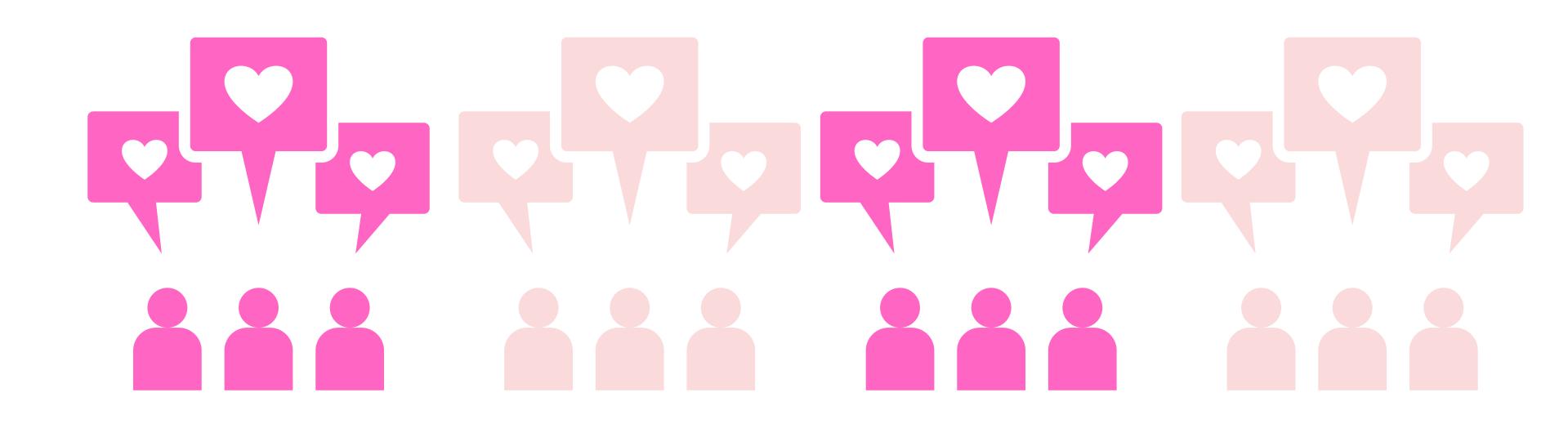


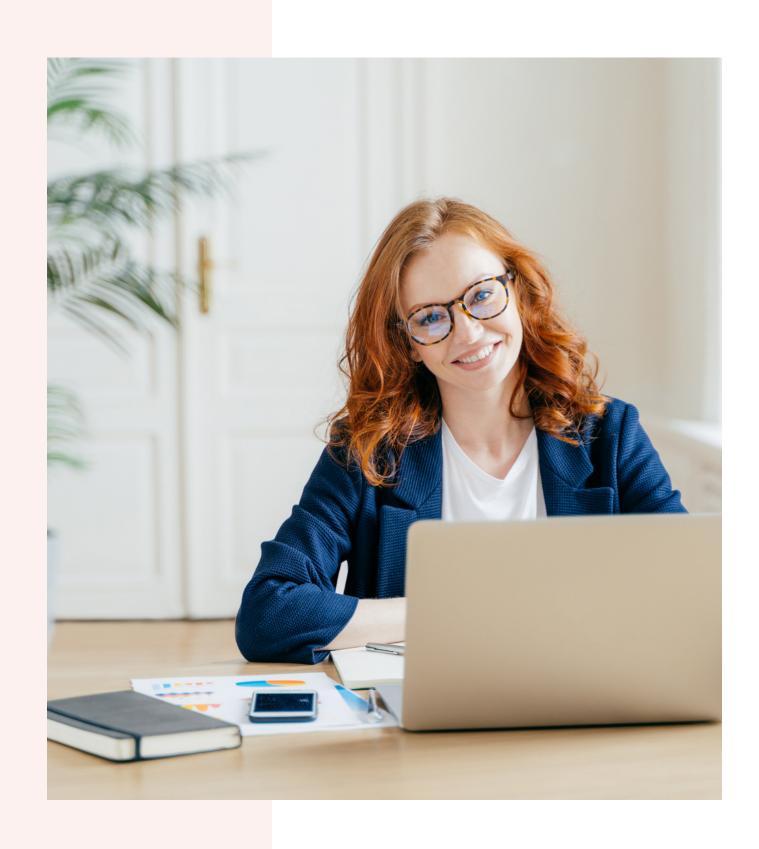




Not everyone is your ideal client and that's OK!

GROWING YOUR AUDIENCE





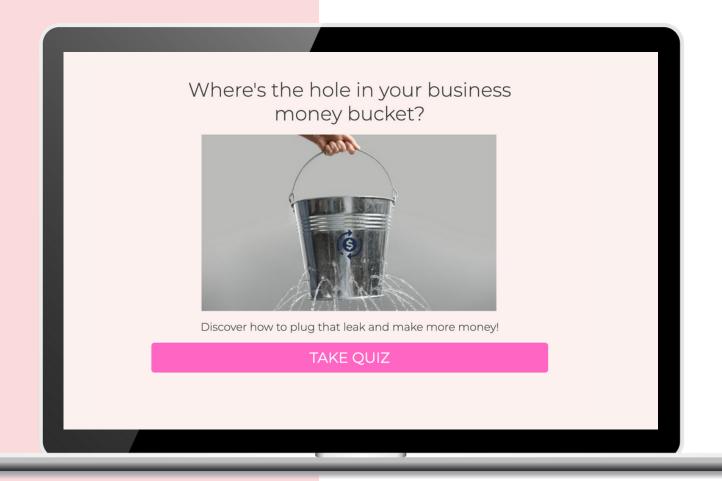
I GET YOU! I'VE GOT YOU!

Craft offers that speak to your ICA.

Increase your visibility







CREATE A GREAT LEAD MAGNET

PDF DOWNLOADS

- Checklist
- Guide
- Report
- Templates
- Scripts
- Swipe files or swipe copy
- Cheat sheets
- E-book
- Planners or calendar pages

VIDEO

- Resources
- How-to

QUIZ

- Use Interact or Typeform
- Free trial or demo
- Free strategy call
- Webinar
- Mini-course

A good lead magnet should be

- Simple
- Solve a problem provide a quick win
- Be considered valuable enough for an email in return
- Make your ICA want more



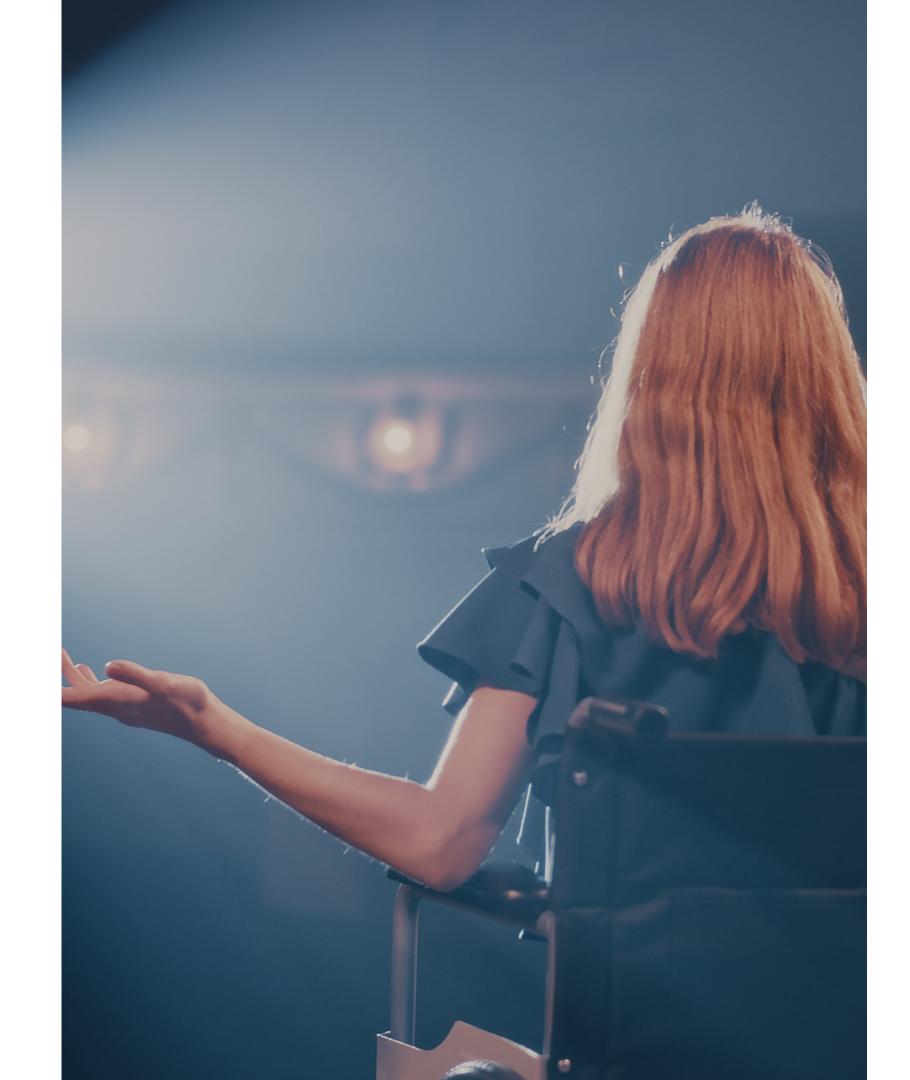
Nurture, nurture, nurture!





Become a podcast guest or start your own podcast.

Consider speaking gigs; these can be in-person and virtual appearances, free or paid.





Consider a collaboration with a business owner with a similar ICA.

Create a digital media strategy



- Pick your platform(s)
- Be consistent
- Find ways to batch tasks
- Do daily or weekly lives or a Q&A
- Don't over do it, and don't rely on it!



Run events!

- Virtual or in-person events
 - Webinars
 - Challenges
 - Q&A sessions
 - Workshops
 - Planning Days
 - Retreats
 - Conferences

OTHER WAYS TO GET MORE CUSTOMERS





- Offer a unique product or service
- Add extra value
- Offer a white labelled product or consider licensing
- Give discounts for bulk sales
- Get known for something and have your existing customers spread the word.
- Increase your prices!



- Offer discounts for new customers
- Ask for referrals, online reviews and ratings
- Go to networking events
- Update the SEO on your website
- Get involved in community events and try local area marketing
- Contribute an article to the local newspaper or community magazine

Remember the 80/20 rule



'My business strategy
has always been to
learn from those that
are getting results and
model what's already
working.'

AMY PORTERFIELD





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Start your own adams of among the start your own.

KATE TOON

Thank you!



PODCAST

Secrets of Successful Business

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