

[Slide 1]

Hello and welcome to the Customer Experience Lab.

[Slide 2]

I am Justin Handley and I am the president and founder of Pirate & Fox. I've been running digital agencies since 1999, and I love split testing. I'm all about comparing things and finding the one that works better and running with that to creating continual business improvement. That is what I do.

I live in Aguada, Puerto Rico. I love to surf. I love the oceans here. I live on a little two acre farm. And if you're into alternative, small still sustainable agriculture, you can look up @FincaMaravilla. I am a multi instrumentalist and I play a lot of string instruments in an electro acoustic duo called @Silvermouse. And I love helping good people and businesses succeed. I'm going to go ahead and assume that you are a good person and you're working in a good business, and I'm going to try to take you through a little process that will help you find success.

[Slide 3]

This is a visualization that we've done about the stages of business growth. And I will say this right up front, this training is made for moving people through the growing and expanding phases, stage two and stage three, of business. So if you're a startup, you can totally engage in this for education, but you may not be able to implement everything we're talking about because it does take some time and some budget to really do proper growth automation effectively. And a lot of startups are still trying to define their product and define ideas and define markets. And so, again, you're welcome to be here, obviously, but really this training is aimed at the growing and expanding businesses. Also, this is not for enterprise. We do much more specific training for enterprise that helps build a culture of split testing and of growth hacking and continuous improvement organizationally. This is not that. This is about how to implement in your business systems that will let you grow in specifically marketing systems.

So I just wanted to address that right up front and make sure that we know who we are and that you're in the right place. So if that sounds like something that you're interested in, let's go ahead and look at a nine step process. I'm going to try to keep this video relatively compact. There's a lot of material to go over and I'd like to cover it in a timeframe that's not uncomfortable so that you can really absorb it. I also am going to make this material available to you so that if you want to look at it later and use it to brainstorm, you can.

[Slide 4]

So this is the nine step process that we use to create a customer experience for businesses and customer experience is everything that happens with a customer from the day that they have never heard of you and they first hear about you. Maybe they see an ad on Facebook or maybe a friend tells them about you, or maybe they walk by your shop on a street. You know, whatever that first touch point is all the way through, then becoming your biggest fan. This is the journey that we want to define. And these nine steps are what it takes to define and then perfect that journey in digital marketing.

So step one is to define your market. Step two is to define your offer. Step three is to map the journey. Then you need your copy. You need your web assets, you need your ads. And once you're live with your website and ads and you're generating leads and sales, you need to analyze that data and get it out there in the world. And then you're going to continually analyze and optimize it so that top row there is really a loop where you're going to analyze and launch and optimize and go back and analyze and launch and optimize, and just kind of continually run that loop.

So let's go ahead and look at this step by step.

[Slide 5]

In order to have a successful funnel and in a lot of ways, what we are talking about here is building funnels, but we call it the customer experience lab or the customer planning workshop because we're not building just funnels. We're building a lot more than funnels and we're also building funnels as a part of a large experience based on background research. So step one here, confirm your market, is an example of that. This is not about building. This is the research that you've got to do to succeed. And you would be amazed at how many businesses, even businesses that are doing tens of thousands of dollars a month have never done market research and confirmation. They just run with it on their gut. That's fine. That'll get you so far. That's perfect for that first year startup phase, go with your gut, do what you can.

If you want to grow, you have to know. And so you're going to want to create avatars of who your ideal customer are and then you're going to want to identify where those people live. You're going to look at what websites they look at, what magazines they read, what places they hang out in, what circles of friends they're in, what other products they buy. You want to know your market inside and out. And that is really the first step of being able to do things successfully.

[Slide 6]

When you know your market, you're then going to create an offer for that market and your offer has to speak perfectly to their fears, their joys, their desires, right? So before all of this, let me just say, you have to have a great product. And if you don't have a great product, all the marketing in the world will only make you a little bit of money before your business collapses. Okay? So you have to have something that really solves a real problem for people, that people need, that people want, that people desire, that makes their lives better. And if you do not have that thing, you might be able to do some shoddy marketing and make some sales by misrepresenting your products, but you're not going to have a real thriving business. To have a thriving business, you've got to have something fantastic.

And so then we're going to create the killer offer and really the killer offer is simply finding the expression. How do you say, Hey, you know, I know who you are and where you're at, and I've got the thing for you. I've got the perfect thing for you. And here's how easy it is going to be to get it. Here's how affordable it is. Here's how fast it's going to happen. You know, like what is it? And what does it do?

So on this slide it says that the W5 sets the who, what, when, where, why, and how. And so your offer needs to really address all of those things and address your market. So you're going to know your people, and you're going to make an offer to those people that's outstanding.

[Slide 7]

And once you've got your audience and your offer, you're then going to map your customer journey. And I'm not going to go too deep into this because this video you're watching is part of a three step process and the next step is that we are going to go really deep on this one step. We're going to talk about mapping journeys. And the third step is that you'll be invited to actually book a free call with me and we will together work on your ideal journey map.

Now, in one call with you, we're not going to be able to ensure that you've got your market perfect and your offer perfect, but we are going to be able to look at a map and so we're going to map a journey. We're going to map the estimated probability that people move from one step to the next of that journey. We're going to map the value of each step of the journey and we're actually going to be able to calculate the potential revenue that you have for people taking this specific path. And if it's not okay, we're going to adjust the path until the necessary revenue is there. So that we're actually going to design profitability into your customer experience so that you have a benchmark to work towards. If you execute the map and you meet the metrics that we decide on, then you will attain profitability. And it's

a formula. It's not guessing work. It's not, Oh, I hope my advertising is going to work. This is one of the closest ways you can get to having guaranteed growth and profitability in your company.

So you're going to map and very high level, what does this look like? It looks like deciding every single point that a customer might ever possibly interact with you. You're going to write them all down and then you're going to organize them into an order that makes sense. And then you're going to create the environment for customers to walk through those touch points in the order that you want them to, so that you take control of that conversation.

[Slide 8]

Then you need a copy platform. So once you've got a map of what people are going to need to do, you actually need to take your message and you need to write loads of copy for your people in all sorts of different contexts. You know, short things, tweets, phone scripts, long form sales letters, product descriptions, all of this is copy and it all needs to tie in to the people you're talking to and the amazing value proposition that you're making to those people.

And so you're going to go ahead and architect a copy platform and a platform of copy is a sheet really where you've got tons of headlines and social media posts and long forms and emails and promotional emails. And so if somebody said, Hey, I want to tell my people about you. What should I write them? You can actually just copy and paste an email from your platform.

If you're writing a sales letter, you should have your features and your benefits already lined out, and you can write a sales letter and you need a little bullet point section about like you're going to get X, Y, and Z. You're just going to copy some features over. You know, my product is going to do this for you. You're just going to copy some benefits over. And so you're, that way, a lot of people get stuck in trying to execute writing sales letters.

I've run many web design agencies in the last 20 years and one thing I will tell you is that the biggest trouble is getting content out of clients. So either as an agency, you need to write the copy for them, or you need to not sign a contract to build a website until the client has written copy. Because if they say, they're going to write the copy and you start building the website, you will be waiting months or years for your client to crank out that copy. And in 90% of cases, producing high quality content is a blocking point in businesses and creating a copy platform is one way that you can really blow that out of the water.

[Slide 9]

So when you've got your copy, you then get to create a compelling web presence. And that's thank you pages, landing pages, thank you pages, your forms, your sales pages, your product pages, whatever it is that you need, your order forms, your whole process, any legal privacy policy, all of this stuff. You're going to put that together and hopefully that's going to go quickly. The only thing that we haven't defined here, and again, which is why I say this isn't for startups, is your brand. Hopefully you've got a brand identity in place for your company by the time that you're really trying to aggressively grow like this. So if you don't, that's something else that'll need to happen. Along with your copy platform, you need to have a brand platform. And those two things can be handed to any web designer on the planet with a good plan and they'll be able to build you a web presence.

[Slide 10]

You then need an ad machine. So this is Facebook, Google, YouTube. I mean, there's others. There's Bing, there's private networks. There's magazine advertising. There's all sorts of ways of advertising. And you need to figure out, first of all, what channels, which goes back to your market research, where are

your people? And then you need to take your copy and you need to write, and you need to write copy that speaks to that audience and conveys your compelling offer.

And the thing with this is that I'm doing this step by step, but you always want to be thinking about the customer journey because you're in a conversation. The ad is often the first part of that conversation. So we actually put together a copy platform and built our offer, our landing pages and our websites before we're putting together ads. Funny thing is though, the ads have to be engineered so they lead perfectly into your landing pages, which lead perfectly into your sales pages. It needs to be a fluid conversation.

And so if you get to this step and you can't connect, you can't make it fluid, you may have to go back and rewrite copy and other places to make sure that you've got this advertising machine that puts traffic in at the top, generates leads, converts leads to sales, and works consistently and effectively in a measurable through that. So you need to put your ads together.

[Slide 11]

And then before you launch, you also need to make sure that you've got your analytics tied down. So you need to have, any analytics service you're using, so at least Google analytics, Google ad words, tracking and Facebook's pixel. Those three, I would say, are mandatory. And there's probably other testing and tracking things you can use. Like if you use a CRM that has a tracking pixel, put it in there. If you have anything else, if you use, well, that's leave it at that.

So all of the places that you're going to want to collect data, you want to make sure, first of all, that you're collecting it correctly upfront. And second of all, that things are configured correctly. For example, Google analytics has goals. And if you want to be able to get the most out of your data, you're going to configure those goals before you drive traffic so that when you drive traffic, you can see how many people achieve your goals. Right? It's logical, but it's easy to forget. It's easy to just paste the code on there and think that you've got analytics installed and you'll deal with it later, but you want to make sure that it's configured correctly to work with your whole system and that you have a way of measuring from point a, whether that is an organic search or a paid ad or an email, all the way through sale. You want to be able to measure the movement of your people, because if you're going to design a journey, you're going to want to be able to measure that journey.

[Slide 12]

So once we're there, you're going to launch, and this is largely about being confident that you're ready and then just going, and you don't want to take something that's terrible out there, but at the same time, you don't want to get stuck up on perfecting a system. Largely, and you'll see in the next step why, but I think that you want to get it as good as you can, and then just bury your self doubt and get it out there and you always can improve it. You always can relaunch. You always can perfect it over time, but perfection has killed so many business ideas that it's way better to just go.

[Slide 13]

So you're going to launch, and then you're going to optimize and automate. Okay. So once you launch, what we've done to this point is we've made a best guess. And if anyone tells you that they know exactly the message that will hit your market, they're lying. Okay? Professional copywriters have a better chance because they know language, they know people. Copywriting is really a job of empathy, of understanding people and understanding what they want and great copywriters can play on that to get their language close.

However, there will always be things that are not perfectly in alignment and the way that you get them perfectly in alignment is that you test them. So out of the gates, you want to launch with multiple versions and it can be something simple. At least test a headline, especially if you're paying for

advertising, you need to be testing because in reality, if you start paying for advertising, the likelihood that you're profitable week one or month one is low, unless you've got a lot of background and experience and knowledge that you're putting into it, the likelihood that you just write up some ads and you're making money right away, it's small.

And so at the very minimum, you want to make sure that when you're paying for advertising, you're paying for education at least, because if you just pay for it and it's not profitable, and you're not set up to track it and learn, then you are just throwing your money away. Whereas if you put money into an advertising system and it's not profitable, but you have good tracking in place and you analyze it and have testing and try to optimize that system, you're actually getting an education that will eventually lead you to putting ad money in and having it be profitable. Okay?

So on that road to having an automated system, and this is where we're all trying to get here. We want a system where we put some money in upfront and we get more money out on the other side. Okay? So we put money in on one side and it gets clicks and those clicks turn into leads and those leads make sales and the amount of sales we make exceeds the amount of money we spent and the amount of profit we make on those sales exceeds the amount of money we spent, because it's no goo. If you sell something for \$200 and it costs you \$100 dollars to make and ship it, you can't spend \$200 on ads and still be profitable. So you have to think about that when you're doing your math here, and create a system of testing and optimization.

[Slide 14]

So this is the nine step system that we're going to walk through and I am going to invite you to do a couple of things. One is that if you'd like to look into the customer experience lab, this is really an introduction to a very full fledged training that we do with people where we will walk you through every single one of those nine steps, hold your hand, make sure you do your homework well, and that you're ending up in a place where you have this system driving. Because ultimately, in the overview I just did, there's a lot of technical detail and it's very hard to get it all if you're not a technician. So we're here to hold your hand through that.

And also, tomorrow, just to split the time up a little bit, I'm going to be sending you another video where I will show you a tool that we use that lets us plan out the entire customer experience, estimate our conversion rates at each point in the customer experience, see how we can make it profitable and then also track, once we go live with it, our reality against our estimated metrics so we can see where we're falling short of success so we know exactly what we have to improve in order to reach our goals.

And the third part of this is that after you see that video, and I need you to see that video before you just jump and book a call with me. The third part is that you can go ahead and book a call with me, and we will actually use that tool to build out for you a rough sketch plan of how you can achieve a profitable funnel going from your email list or paid advertising or social media, whatever assets you have on that front end promotion, maybe you've got good organic traffic. We're going to take whatever you got and if you've got nothing, we're going to look at paid advertising because that's what you can get easily. And look at how you, with your business and your products and your knowledge and your offers, your team, whatever assets you have, can build a experience that leads to full profitability.

So that is coming at you tomorrow. I hope that this overview was useful and you can download the slideshow right underneath here so if you need to run through it again, you can, and I will see you tomorrow.