CUSTOMER MAP WORKBOOK

GENIUSES TAKE NOTES

A Customer Map is a dynamic document that allows emerging small business owners to minimize their marketing efforts while maximizing their customer's lifetime value.

Use this space to take notes:

*As you go through the training, pay attention to where your current map has gaps.

YOUR STORY

Where are you coming from and where are you going?
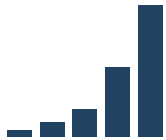What's your story? What knowledge, skills, and abilities do you share? What is your signature method?

INHERIT

Why are you here today Richfriend?

List your current income streams below:

The average millionaire has between 5-7 income streams.

Brainstorm Activity: Freely write below any ideas that come to mind—skills that you have or activities you do regularly—that could become income streams.

How or what have you started? What business foundations have you completed?

What we're going to learn today:

YOUR CUSTOMER MAP

Step #1: The Problem

What is the one problem you are solving for your customer?

Business is dynamic and evolving. What is today, won't be tomorrow.

"Content without a destination (product) is a wasted opportunity. The natural result of your customers engaging with your content should be the purchase of your products."
-Nicole Walters

Describe in your own words the difference between a loss-leader and giving away your product for free:

Step #2: The Intro Product

What is the easisest most cost-effective way for your customer to engage with your brand?

$

Step #3: The Main Product

What is the product that directly solves The Problem for your customer?

$$

Step #4: The Recurring Revenue

Integrate a subscription based model into your business: What monthly service can you provide to support your customer month over month?
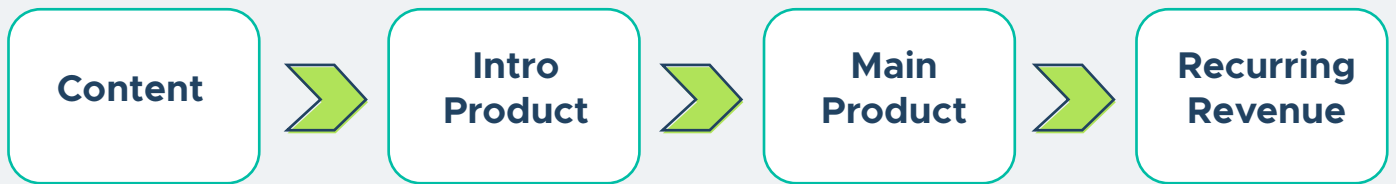
$$$

The Secret Weapon: The Golden Arrow

Content leads people into your product journey! List your content opportunities and potential products:

Content	Intro Product	Main Product	Recurring Revenue
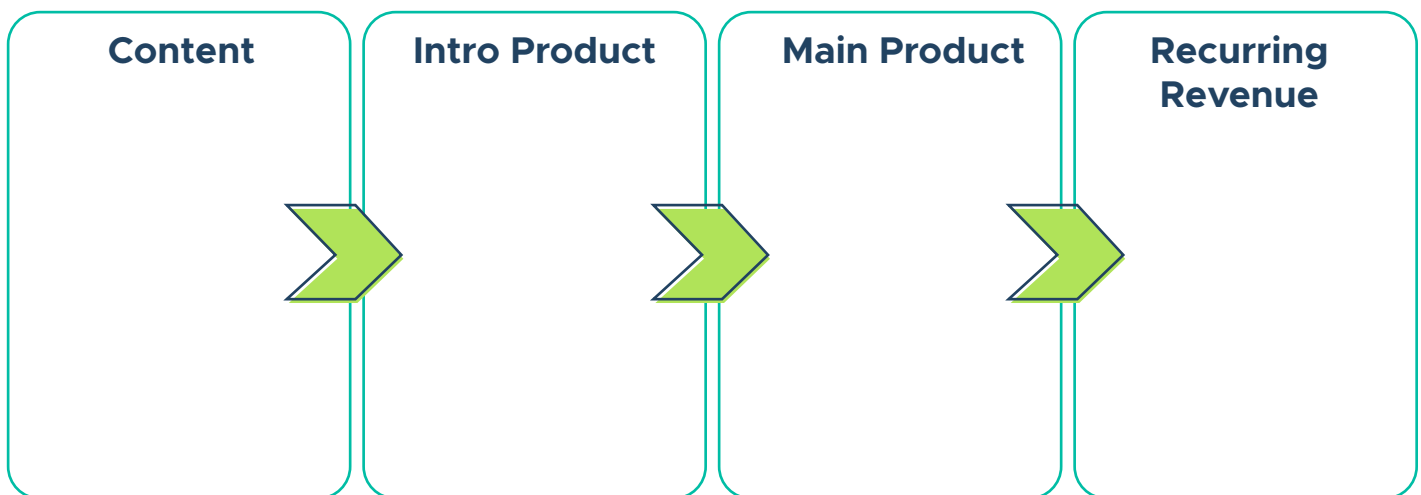
RECAP

Is your business structured like this?

| Content | → | Intro Product | → | Main Product | → | Recurring Revenue |

Side Hustle + Strategy =
Financial Breathing Room

IDENTIFY THE PROBLEM

CREATE PRODUCTS/SERVICES THAT SOLVE THE PROBLEM

CREATE YOUR CUSTOMER MAP

But WAIT? We've learned the WHAT... But the next question is the HOW?

You don't need to build it on your own.
We've got you Richfriend.

Read on.

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JOIN YOUR RICHFRIENDS

There's been some time since you've graduated from $1K1Day. A lot has changed—the economy has changed, politics, you've changed—everything is different now.

You've had time to consider your passions and abilities—and how you can see yourself putting them to work.

Are you ready to move? Are you ready to sail ahead?

We'd like to extend to you a fresh invitation to Yacht Club. Because we still believe in you—in your purpose and your vision. And helping people grow sustainable businesses is what we do.

There are Richfriends waiting for you on the other side—other entrepreneurs who are in it with you. The whole Inherit Learning Company Team is with you.

You can totally do this by yourself. It's completely doable. It will take more time though. So... If you'd like to go further and have help when you hit road blocks... If you'd like people alongside of you all the way... Take a minute to discover Yacht Club!

In the meantime, we have a bonus prepared for you. On the following pages, you'll find a comprehensive business to-do list that will help you build your next phase.

Offer available for a limited time only.

BUSINESS CHECKLIST

- Check your emails
- Sort e-mails into folders
- Prioritize emails needing responses
- Manage upcoming week's Calendar
- Sort through physical mail and catch up on voicemails
- Confirm booked consulting appointments
- Contact existing Clients needing to book appointments
- Refresh yourself on client details for upcoming calls
- Perform research for strategy session calls
- Build/test/walk-through website
- Update website – Software / Plugins
- Update website – Content (copy, video, images)
- Back-up website
- Verify email gathering tools are working (Mailmunch)
- Manage email lists in email management software (Mailchimp/Convertkit)
- Write/refine email sequence for new subscribers
- Audit software service subscriptions – identify gaps and fill them
- Cancel un-used or duplicate service subscriptions - Stop wasting money
- Source and vet Freelance resources
- Create/Update/Facelift your existing brand colors/logo/motif
- Grow your email list – use turbo opt-in method
- Create or purchase a Terms of Use and Privacy Policy for your website and proof

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BUSINESS CHECKLIST

☐ Create a plan that ties together your core product offerings (Customer Product Map)

☐ Define your signature system – serves as the common thread for all of your products

☐ Create a plan for which marketing platforms you intend to use and how

☐ Perform market research on similar/competing products

☐ Settle on price points for product offerings, build in padding for discounts

☐ Create a 6-month plan with a time-line for roll out of your products

☐ Create or refine your introductory product offering/content

☐ Polish content (i.e. video editing, graphic incorporation, copy editing)

☐ Upload/update intro product content in product delivery platform

☐ Create a campaign for your intro product

☐ Research Target Market

☐ Create ideal/non-ideal client Avatars

☐ Design landing page for intro product

☐ Write/refine your intro product email sequence

☐ Write and schedule social media posts to coordinate with your campaign messaging

☐ Schedule times for live broadcasts

☐ Outline content for your lives

☐ Define any coupon/discounts you might offer in lives

☐ Identify potential partners for collaborative content and reach

*It has been a slow and steady race, a marathon...
I started launching my entire customer map in
sequence in Q4 2021 and quit my 9-5 in 2022.*

–Laticia B., Yacht Club Member

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BUSINESS CHECKLIST

- Create Facebook ads for your intro product, w/ A/B testing of graphic/copy content
- Add tracking pixels to your landing page
- Define target audiences, budget, and window for ads
- Define ROI goals for your ads
- Launch your intro product (Start sequences)
- Monitor customer service inbox during launch
- Nail your live content - engage your audience
- Note any issues with launch and/or content for future revisions
- Measure and track customer engagement with your emails/posts
- Get customer feedback on your intro product
- Create intro product post-launch reports
- Identify the area(s) of your product which resonated with your audience
- Grow your email list – use turbo opt-in method
- Create or refine your main product offering/content applying what you've learned
- Create an outline of the content that can be used as an agenda or syllabus
- Create worksheets/examples to support your clients in your main product
- Polish content (i.e. video editing, graphic incorporation, copy editing)
- Upload/update main product content in product delivery platform
- Update your website with marketing content related to your new product offering
- Get and add testimonials from consulting/intro product clients on website

BUSINESS CHECKLIST

- Design landing page and sales page for main product
- Add tracking pixels to pages
- Create your main product launch campaign
- Write/refine your main product email sequence – speak to your avatars
- Identify segments within your list for potential A/B testing
- Identify key groups outside of your email list and following for marketing
- Write and schedule social media posts to coordinate with your campaign messaging
- Schedule times for live broadcasts and/or webinars
- Outline content for live broadcasts
- Create PowerPoint slide decks for webinar content (don't forget your CTAs)
- Create Facebook ad content for your product and webinars
- Define target audiences, budget, and window for ads
- Define any coupon/discounts you might offer in live content
- Identify potential partners for collaborative content and reach
- Launch your main product (Start sequences)
- Monitor customer service inbox during launch
- Nail your live content/webinars
- Note any issues with main product launch and/or content for future revisions
- Measure and track customer engagement with your emails/posts
- Engage with incoming clients – Be proactive in this regard!
- Prepare to double-down or pivot on messaging that is working/not-working
- Close cart – Capitalize on the sense of urgency and FOMO that comes with the end of a launch

BUSINESS CHECKLIST

- Continue to support and engage with your intro-product clients – Be the golden arrow!
- Get customer feedback on your main product
- Create main product post-launch reports
- Identify key topics within your main product that had the greatest engagement
- Create or refine your recurring product offering
- Create an outline of the content/products you intend to offer in the recurring product
- Research and select a payment processor or vendor for handling recurring payments
- Build a landing page for your recurring product
- Write your recurring product email launch sequence
- Launch your recurring product to your customer base
- Create recurring product post-launch reports
- Execute on your recurring product plan
- Keep a pulse on what is being well received and what is not
- Constantly monitor your churn rate
- Stay engaged with your subscription base (Newsletters, social media, surprises, etc)
- Revisit your 6-month plan with the aim to revise, expand, improve.
- And don't forget to check your email.

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