



Presentation for **Boost Denver**
July 1, 2015

How Your Business Passions Drive Your Market to Profitable Actions

about Dru



- 1) Will always be exploring.**
- 2) Designing his whole career since studying Journalism.**
- 3) 13 years in web design, 10 with own company**

Frustrated by **flat sales**?

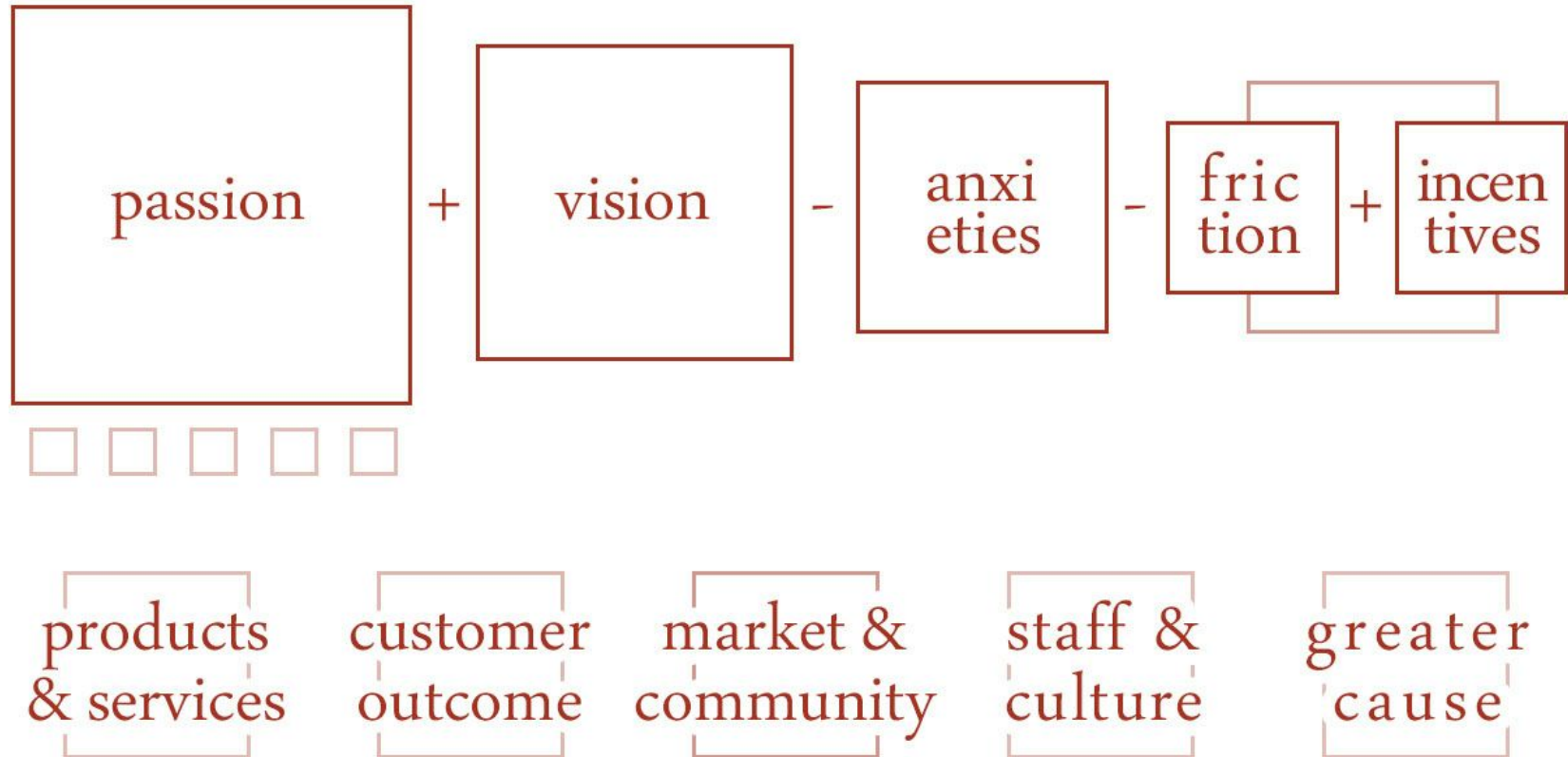
Confused how to **differentiate your business**?

Sick of throwing money at **SEO without results**?

Tired of working so hard and your **website not helping**?

Have **loads of passion** but **lack profits**?





products & services

- **What exactly are your products and/or services?**
 - How did you start providing these product and/or services?
 - What excites you the most about these services?
 - Are you the exclusive provider of this product or service? Who else?
- **What differentiates your products and services** from other options?
- From your responses isolate some **enlightening words and phrases** describing your products and services?

customer outcome

- Describe your customer in general.
- Describe your perfect customer. Include specifics of age, gender, socio-economic status.
- **What problems do your perfect customers have** connected to the solutions you offer?
- What broader problems do they have, still related to your solutions?
- **How do your solutions change their lives?**
- What are some horror stories of negative outcomes from the competition?
- From your responses identify **5-10 negative before-solution emotions** and **5-10 positive after-solution emotions**.
- Describe your execution **process**.
- Expand this process to also include the sale from introduction to transaction.
- Expand this process to also include steps currently taken after the sale, leading to reviews, referrals, and more sales.

market & community

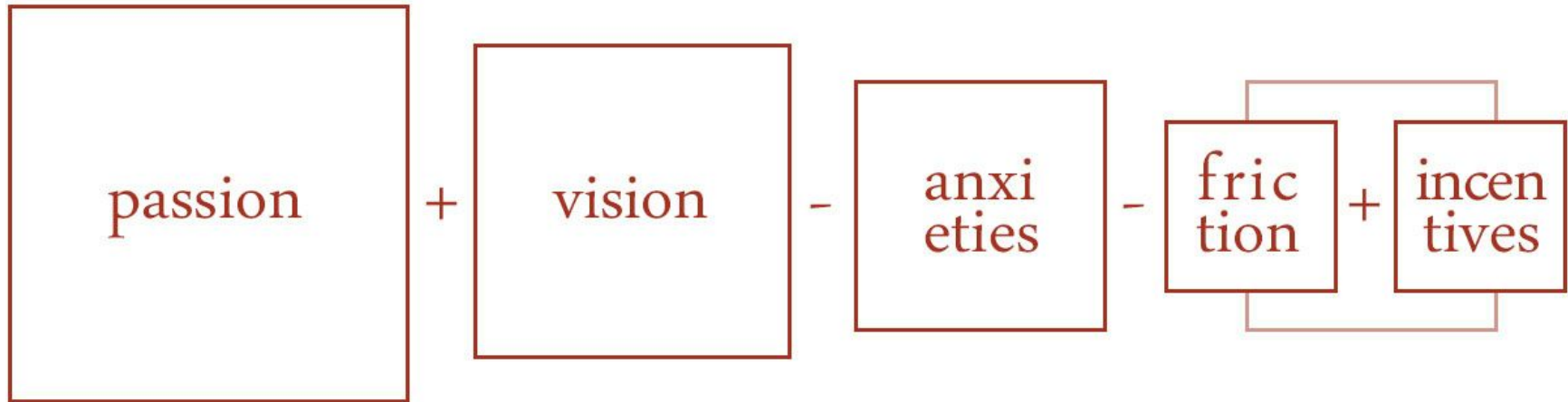
- Why do you like the market you serve?
 - What interactions are your favorites?
 - Describe your market.
- What makes this group of people unique?
 - What unique aspirations do they have?
 - What unique needs do they have? Outside of your products and services, what is their biggest need?
 - How do you identify with this community?
 - How do they interact with each other?
 - What events do they attend and/or are attracted to?



- **Describe your staff hierarchy and roles.**
- How does each role contribute to your success? Any role especially vulnerable to being a weakness?
- Who is in each role?
- What is special about each one? How does each uniquely contribute?
- What are their biggest needs?
- Describe your business culture? **What is prioritized?** What is penalized?
- **What are your plans for expansion?** What needs to happen first?
- Describe your application process. What are key questions that you ask?
- Describe your retention strategy. **How do you take care of staff?**
- What other intangibles can you mention that make staff feel like they belong, contribute and are appreciated?
- How do your customers relate and respond to the culture that you have created? Tell some stories.



- What **bigger cause** draws you?
- How is this cause changing lives?
- **What are their biggest needs?**
- How do they currently meet these?
- Do you have other ideas how to meet their needs?
- How does the cause or the needs relate to your products or services?
- How can you and your community (staff, customers, followers, etc.) help most immediately?



passion

[illegible]

Likely you just brainstormed some insightful ideas. Now list simply each pain, so we can build on these insights.



A circular diagram illustrating 48 different emotions, organized into four quadrants around a central point. The quadrants are labeled: ANGER, DISGUST, SAD, and HAPPY. Each quadrant contains 12 related emotions.

- ANGER** (Top): MAD, AGGRESSIVE, FRUSTRATED, DISTANT, CRITICAL, DISAPPROVAL, DISAPPOINTED, AWFUL, AVOIDANCE, GUILTY, ABANDONED, DESPAIR.
- DISGUST** (Right): REMOSESFUL, ASHAMED, IGNORED, VICTIMIZED, POWERLESS, VULNERABLE, INFERIOR, EMPTY, ABANDONED, ISOLATED, APATHETIC, INDIFFERENT.
- SAD** (Bottom): OPEN, INSPIRED, OPEN, PLAYFUL, SENSITIVE, HOPEFUL, PROVOCATIVE, COURAGEOUS, RESPECTED, CONFIDENT, IMPORTANT, INQUISITIVE.
- HAPPY** (Left): AMUSED, LIBERATED, ENERGETIC, AWE, ASTONISHED, PERPLEXED, DISILLUSIONED, DISMAYED, SHOCKED, TERRIFIED, FRIGHTENED, OVERWHELMED.

Additional emotions listed in the diagram include: JEALOUS, RESENTFUL, VIOLATED, FURIOUS, ENRAGED, PROVOKED, HOSTILE, INFURIATED, IRRITATED, WITHDRAWN, SUSPICIOUS, SKEPTICAL, SARCASTIC, JUDGMENTAL, LOATHING, REPUGNANT, REVOLTED, REVULSION, DETESTABLE, AVERSION, HESITANT, REMOSESFUL, ASHAMED, IGNORED, VICTIMIZED, POWERLESS, VULNERABLE, INFERIOR, EMPTY, ABANDONED, ISOLATED, APATHETIC, INDIFFERENT, OPEN, INSPIRED, OPEN, PLAYFUL, SENSITIVE, HOPEFUL, PROVOCATIVE, COURAGEOUS, RESPECTED, CONFIDENT, IMPORTANT, INQUISITIVE, AMUSED, LIBERATED, ENERGETIC, AWE, ASTONISHED, PERPLEXED, DISILLUSIONED, DISMAYED, SHOCKED, TERRIFIED, FRIGHTENED, OVERWHELMED, WORRIED, INADEQUATE, INFERIOR, WORTHLESS, INSIGNIFICANT, INADEQUATE, HUMILIATED, REJECTED, SUBMISSIVE, INSECURE, ANXIOUS, SCARED, STARTLED, CONFUSED, AMAZED, EXCITED, JOYFUL, INTERESTED, PROUD, ACCEPTED, POWERFUL, PEACEFUL, INTIMATE, OPTIMISTIC, BORED, LONELY, DEPRESSED, DESPAIR, ABANDONED, GUILTY, AVOIDANCE, AWFUL, DISAPPOINTED, CRITICAL, DISTANT, 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Vision / Solution

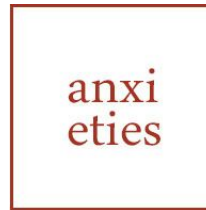
Negative Emotions	Positive Emotions
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Process Distinction

Steps	Passion / Vision / Emotions	Unique Touch
● Meet		
● Pursue/Qualify		
● Acquire		
● Intake		
● Evaluate		
● Solve		
● Perfect		
● Deliver		
● Review		
● Repeat		

Your Process Is Also Your Brand & Your Marketing

[illegible]



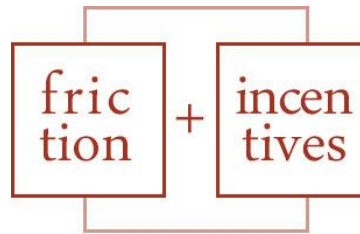
Anxieties

People have many anxieties regarding engaging with you. Sticking with the specific values identified above, for each, what scares them? Fears can be based on insecurities, past experiences, stories of others, etc.

What are the specific anxieties that you have identified? List them simply.

For each anxiety, we should have a remedy. Even better, we have a remedy that relates to your unique values. For each anxiety, how do your values match up?

Anxieties	+ Emotions	Remedies
General (profession)		
	Confidence, Security, Hope	
Specific (individual)		
	Confidence, Security, Hope	



Friction & Incentives

Think of an obstacle course.

Friction	Incentive	Strategy
Time		
Energy		
Focus		
Agility		
Clarity		

The Better Incentives Relate Directly to Friction and Relate Directly Passion/Vision



**What Opportunities Do See
for Your Business?
For Your Marketing?
For Your Website?**



What's Your Offer?

**Know
Like
Trust
Engage**



the call to
action
alliance

driving your market to action

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passion
analysis

\$299