

MASS TRAFFIC ATTRACTION

BUILD IT:

#1) Document the current ways you are organically building traffic:

#2) Document new ways that you can organically build traffic:

BORROW IT:

Create a list of the top ten people, sites or organizations that reach the same demographic as you who may be good candidates for partnerships:

NAME	



What can you offer a potential partner in return to make it a win-win situation:

BUY IT:

Which social media platforms are your customers on and are you advertising there?

CUSTOMER LIFETIME VALUE (CLV):

CLV is a prediction of the net profit attributed to the entire future relationship with a customer.

A basic CLV formula is:

((Avg. Annual Customer Revenue) X (Avg. Number of Years They Remain a Customer)) - Cost to acquire the customer.

UNIQUE SELLING PROPOSITION:

The factor or consideration presented by a seller as the reason that one product or service is different from and better than that of the competition.

For example, Charles Revson, founder of Revlon, always used to say he sold hope, not makeup. Some airlines sell friendly service, while others sell on-time service. Neiman Marcus sells luxury, while Wal-Mart sells bargains. - Entrepreneur.com

What is your Unique Selling Proposition (USP)?

