

First Time Offer

What offers and strategy could you use to get your ideal target audience to try your product and/or service for the first time?

If I got 10 new prospects into your business to try (Experience) your product and/or service, how many would turn into a lifetime client? (Most people overestimate this. Be super conservative. Do a “worst case” scenario if you like. If the client thinks it is 5 out of 10, use 2 out of 10 for this exercise.)

Life cycle Calculator

- 1 Average Sale value:
- 2 Average Number of visits per year a client visits:
- 3 Number of years an average customer stays with you:
- 4 Life cycle: (1 x 2 x 3)

There are 2 areas you are getting customers from:

- 1 From your competition
- 2 Customers who aren't using your product/service

What will be tempting enough to make them use you?
