

DIGITAL ABUNDANCE



# CONFIDENT CUSTOMERS

*for Mompreneurs*



A STEP BY STEP GUIDE TO BUILDING YOUR  
BRAND AROUND YOUR IDEAL CLIENT AND  
MASTER THE CUSTOMER JOURNEY

HELLO FRIEND!

I AM SO PROUD OF YOU FOR TAKING ALL THE STEPS  
TO RUN A BUSINESS!

DEVELOPING YOUR CUSTOMER JOURNEY NOW WILL  
HELP YOU HAVE SOMETHING TO TAILOR AND CONNECT  
WITH AS YOU GROW.

A SYSTEM HELPS US DEFINE WHO WE ARE TALKING  
TO, THOSE LITTLE BLIPS THAT COME UP THAT WE  
AREN'T PREPARED FOR AND MANY OTHER BENEFITS.

WORK THROUGH THE GUIDE, REFERENCE IT WHEN YOU  
NEED A BASE TO WORK WITH AND LET ME KNOW  
HOW I CAN HELP YOU FIND GROWTH IN THE DIGITAL  
REALM AND AS A MOMPREENEUR MYSELF.

## This Guide Will

- COVER TANGIBLES & PROVIDE QUESTIONS
- BE A STARTING PLACE. THIS ISN'T AN  
END ALL, BE ALL
- HELP YOU THINK & GROW IN YOUR  
VISION FOR YOUR BUSINESS



Let's Get Started

# BUYER PERSONA

## Basic Demographics

Age

Income

Gender

Family Information

Their wants and aspirations

What they really think or feel

Their fears, frustrations, pains, and urgencies

*(What are their biggest problems?)*

Your ideal customer is...

# DEFINE YOUR SALES CYCLE

Buying Cycle is the process you typically go through before a prospect finally becomes a customer.

<i>Buying Cycle</i>	<i>What your customers seek</i>	<i>"Triggers" to push prospect to the next stage</i>
<b>Aware</b> <i>(Customer becomes aware of their needs)</i>		
<b>Search</b> <i>(Customer searches for potential solutions)</i>		
<b>Evaluate</b> <i>(Customer evaluates the different options)</i>		
<b>Decide</b> <i>(Customer decides on a solution)</i>		
<b>Evangelize</b> <i>(Customer becomes an active user of the product/service)</i>		

# BUILD YOUR BRAND

What are 3 colors that resonate with your business?

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What is your primary font? For shorter items like headers  
What is your secondary font? For longer items like paragraphs

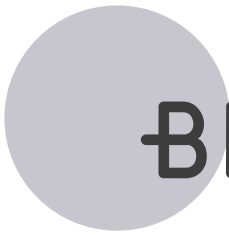
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When you define your branding you want to keep the guidelines to keep all content looking congruent and establishing a brand look that people will remember you by. Make sure that it is easy to recognize as well as easy for you and your ideal client to resonate with.

This will carry from social media, to your website and any offerings you may have. I only include photos into my branding that I have similar colors on so I can stay on brand.

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What words do you want people to feel when they see your brand?

# BRAND STRATEGY

What are the brand's purposes?

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What are the brand's goals?

Two horizontal grey bars for writing answers.

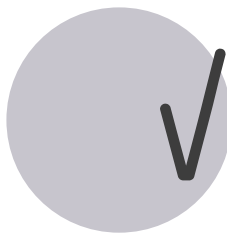
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What are the brand's missions?

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What are the brand's values?

A 4x3 grid of grey boxes for writing answers.



# VISION AND MISSION

Vision Statement

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Steps to achieve

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Mission Statement

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Important things to remember



# FINANCIAL PLANNING

## Business Alignment Plan - List All Expenses Here

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What is your Effective Hourly Rate? Take how much you want to make in a month (plan for your expenses) and divide by how many hours you are willing to work.

IE I have a \$250 EHR because I want to work 40 hours a month because I want to make \$10,000 each month

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## Forecasting and Break Even Points

How much do you have to make to break even every month? How many Clients is that? How are you going to grow your sales and project growth?

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## Important things to remember

You are creating a start up to add additional income and provide a service. Don't be afraid to aim for what you need and want to make.



# OPERATIONS

What is your current customer onboarding?

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Define your Daily Workflow

[Two horizontal grey bars representing a workflow]

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What does your customer retention plan look like?

Contingency & Contract - Plan for some worst case scenarios and have an exit strategy in place in your Contract

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What Technologies are needed to run your business?

[A 2x3 grid of six horizontal grey bars representing technologies]



# GROWTH

What's your goals?

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Email Marketing (Mail Chimp, Klaviyo, Aweber, etc) is great for lead capture. You can offer a Freebie or send out a series of emails - called a drip campaign - to your customers to keep them in the loop.

This can be to upsell offers, sales or connection points like a newsletter.

Need help with copy? Check out [Abundant Words Copy](#) for Blog Posts and Email campaigns

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My Following Now	My Following 6 months from Now
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Lead Source Generators

# NETWORK & AFFILIATES

Who can you reach out to that can provide platforms for you to share your business?

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What areas do you feel like you need a mentor or coach to improve your business?

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Book Options for General Learning and Growth:

Hypnotic Writing (This is a Personal Favorite)

Atomic Habits

How to Win Friends & Influence People

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Hashtags you can start to follow & network with on Social Media


# METRICS

What metrics do I need to look at?

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Establish KPIs (Key Performance Indicators)

Specific metrics that give insights into various aspects of performance, such as:

- 1** Revenue Growth: Tracking how a company's income is growing over time.
- 2** Customer Satisfaction: Measuring how happy customers are with products or services.
- 3** Website Traffic: Keeping an eye on the number of visitors to a website.
- 4** Conversion Rate: Calculating the percentage of visitors who become customers.
- 5** Social Media Engagement: Monitoring likes, shares, and comments to gauge online presence.

By setting and analyzing KPIs, businesses can make informed decisions, identify areas for improvement, and ensure they're heading in the right direction.



# BUILD YOUR OFFER

What are the Tangibles of Your Offer?

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Now write out the secondary benefits they would receive from working with you?

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Who is this for? Who is this not for?

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Write your close. What is the last thing you would say to someone to wrap up and closing the deal with them

# WHAT'S YOUR GOALS?

What do you want?

Monthly Income?

How many clients?

Grow your team?

Learn New Skills?

My 1 Year Goals

My 5 year Goals

Why are you starting this business?

*What makes this business a win for you?*

Describe Your Vision:

## CONFIDENT CUSTOMER CHECKLIST:

- BUSINESS PLAN AND STRATEGY - FINALIZE YOUR COACHING NICHE AND TARGET AUDIENCE (WITH THIS GUIDE)
- PUT YOUR SYSTEM INTO A CUSTOMER RETENTION MANAGER (CRM) TO TRACK DROP OFF AND GROWTH
- CREATE A WEBSITE TO FUNNEL LEADS THROUGH GRAB THE GUIDE TO DIY YOUR FUNNEL [HERE](#)
- ENSURE YOU HAVE A SELF-CARE PLAN IN PLACE TO MANAGE THE DEMANDS OF ENTREPRENEURSHIP

HOPE YOU GAIN SO MUCH FROM THIS CONFIDENT CUSTOMERS FOR MOMPREENEURS GUIDE!

CONNECT WITH DIGITAL ABUNDANCE & SAMANTHA COOK  
ON SOCIALS

[@BUILDYOURBRANDWITHSAM](#)

& [@DIGITAL\\_ABUNDANCE\\_](#)

NOT SURE WHERE TO EVEN START WITH A WEBSITE?  
FILL OUT OUR [INQUIRY FORM](#)



See You Out There!