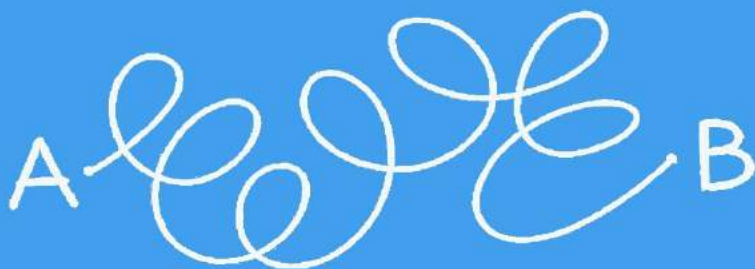


THE CLARITY PROJECT

4 STEPS TO SIMPLIFYING YOUR SALES MESSAGE
TO ATTRACT MORE CLIENTS ONLINE



LIAM THOMPSON

[Intentionally blank]

THE CLARITY PROJECT

THE 4-STEP SYSTEM TO SIMPLIFYING YOUR SALES
MESSAGE AND ATTRACTING MORE CLIENTS ONLINE

BY

LIAM THOMPSON

Let's Tell Your Story Publishing
London

COPYRIGHT

Title: The Clarity Project: The 4-step system to simplifying your sales message and attracting more clients online

First published in 2017

Address: 3 Century Court, Tolpits Lane, Watford, WD18 9RS

The author and the publisher specifically disclaim any liability, loss or risk which is incurred as a consequence, directly or indirectly, of the use and application of any contents of this work.

ISBN: 978-1-910600-12-2

Book and cover design: Colette Mason

Editor: Greg Fidgeon

Copyright © 2017 Liam Thompson

The right of Liam Thompson, identified as the author of this work, has been asserted in accordance with The Copyright Designs and Patents Act 1988.

All rights reserved. No part of this work may be reproduced in any material form (including photocopying or storing by any electronic means and whether or not transiently or incidentally to some other use of this publication) without written permission of the copyright holder except in accordance with the provisions of the copyright, Designs and Patents Act 1988.

Applications for the copyright holder's written permission to reproduce any part of this publication should be addressed to the publishers.

For press and publicity enquires please contact the author directly.

To everyone who decides to go it alone, throw off the shackles and reject the safety of employment for the uncertainty and adventure of entrepreneurship.

To those of you who forge their own path in the world adding value to people's lives wherever you go.

[Intentionally blank]

CONTENTS

Acknowledgements	9
Foreword By Dan Meredith	11
Introduction	13
Prologue	23
Why no one ever interacts with your business	25
Only 1-2% of visitors typically take action on your site	26
What stops businesses hitting the magic 25% conversion rate	29
How to boost your business's conversations with prospects	49
Task 1: Give your website a healthcheck	53
Step 1: Know who your audience is	61
Business in the internet era	62
Eliminate your competition by creating a niche within a niche	66
Why choose a specialist niche	66
Customers put more trust in a specialist	67
Do you have an audience and do your offers appeal to them	70
How to choose your niche	71
Task 2: Choose your niche	72
Task 3: research your audience's perspective	77
Step 2: Know what problem you solve	81
What do they want	81
Practical and emotional reasons for buying from you	84
Define what solving the problem means to your audience	88
Show your solution improves the quality of life	89
Adding your quality of life benefits to your killer headline	95
Types of headlines	98
How to share your solution with your niche	100
The goal of content marketing	100
Website content	102
Social media content	110
Facebook ads (paying to play)	111

Task 4: Define your audience	111
Step 3: Define your customer journey	115
Why have a customer journey	115
Stage 1. Get them to visit content	118
Stage 2. Send them to a landing page	119
Stage 3. Set up a Low-barrier offer	126
Stage 4. Your core offer or product	129
How to pace your customer journey	132
Task 5: Implementing your customer journey	136
Task 6: Make a social media video and turn it into a blog post	140
Step 4: go where your audience hang out	143
Lessons from big businesses	143
Google: business friend or enemy of the people	146
Free methods	147
Paid traffic	151
how much a customer is worth to you	152
Start small with your advertising	156
Go easy to start with and scale up	158
Why do some adverts fail	159
Task 7: Free traffic task	163
Task 8: Watch My adverts Insights video	164
Close	167
Glossary	169
Recommended reading and resources	171
Contributors	172
Resources	173
Keep in touch	174

ACKNOWLEDGEMENTS

Honestly, I never thought I could sit down and write a book; but as I look over the finished article I know that I could never have completed this without the help and encouragement from some very special people. I would like to take the opportunity to thank them all, in no particular order, apart from the first two.

To my amazing wife Rachel. I can't thank you enough for what you do for me, especially for the emotional support and encouragement you give me. You believed in me when I was at rock bottom and for that I am ever grateful. My life is a million times better and more fulfilled than it ever could be because you are in it. I am equally as proud of you and everything you are achieving in your career, as I know you are of me.

To our new-born son Lucas William. I know you won't be able to read this for a few years, but you are the main reason I am writing this book. I want you to be able to read this in years to come and realise that you can achieve anything in life that you want to. All you have to do is know what you want and work hard to achieve it.

To my publisher Colette Mason, for your encouragement and help right from the very first meeting we had on Skype; for helping me with the structure of this book, for the time you put in proofreading, editing and the gentle – and not so gentle – prodding to make sure I was on track.

To Matt Murphy, my ever-patient business partner. The businesses we have created together have given me the opportunity to travel the world, to network and meet new people and ultimately be in a position to write this book and grow our business. Thank you, thank you, thank you.

To **Greg Fidgeon** for giving my final draft a thorough health check, copy edit and proof read, and making my English clear and concise.

To **Dan Meredith**. Watching you grow in business and become a best-selling author has given me the belief that I can do this as well, and the confidence to put pen to paper and write this book. So for helping me to believe in myself, I thank you. Also thanks for writing the foreword to this book, I will be forever grateful

To **Paul Mort**. Morty, you believed in us when we launched Internet Fitpro with zero clients and really helped give us a leg up. For that alone I will be forever in your debt. Thank you for being an amazing business mentor, excellent client and good friend. I am also immensely proud of everything that you are achieving both in business and in life. Keep being unstoppable.

To **Ryan Lee**. Ryan, you are the most genuine and nicest person I have ever met. You are an inspiration and true role model to all the people that you help grow and find 'Freedym' in their lives and business.

To all of the businesses coaches, clients and business owners I have worked with down the years. Thank you for being in my life.

Finally, to my friends and family. Thank you for being there for me when I need you and for (mostly) being supportive of me in this crazy journey called business and life.

FOREWORD BY DAN MEREDITH

Liam Thompson is an asshole.

Not in the way that you might think, but in that annoying way that only someone who is truly gifted at their craft who you can speak to about something seemingly so complex, so complicated – a puzzle worthy of multiple minds.

Then he goes and gives you the answer you need.

When it comes to marketing yourself and your business on the internet, Liam is one of the few people who ‘walks the walk’ as well as ‘talks the talk’. Coming from a successful supplement and fitness background, Liam has done what I class as all true experts have done.

They have tested their expertise on their own business with their own money.

No six-week courses and now you are a ‘guru’ BS.

No quick fixes and false promises sold.

Just good old fashioned, boring hard work and education – coupled with extensive testing – over and over again.

For years.

That’s how you get good.

Doing what I do now in the entrepreneurial space, I am constantly asked by my audience for recommendations when it comes to matters of websites, digital advertising and simply taking what’s in your head and getting it into the public eye in a way that actually

sells. (Because let's face it, you wouldn't be reading this book if you want less sales, would you? Ha.)

Liam is one of the people I trust to both advise my groups as well as happily recommend business to, so if you are looking to master your online marketing craft?

This book will be a worthy investment of your time, but only if you are prepared to take action on the advice that Liam has laid out for you.

If you are not?

Well that's your choice, but it would be a dumb as fuck one.

Dan Meredith, January 2017

Best-selling author, entrepreneur, leader of 'Coffee With Dan', coach, gym owner, copywriter and all round ridiculous human.

INTRODUCTION

ABOUT ME

I was born in Ballymena, Northern Ireland, in 1975 – in what was to be the bloodiest year of ‘the Troubles’.

While I was never the most gifted student, I did graduate from Liverpool John Moore’s University with a degree in sports science and physiology in 2000 and have since gone on to launch several online and offline businesses.



LIAM THOMPSON

In 2000, I founded Sports Science Online which eventually transformed into creatinestore.co.uk, an online retailer of sports nutrition supplements. By 2008, I had single-handedly grown this business to a turnover in excess of \$1million a year.

Since 2009, I have gone on to both launch and then sell several other ventures including a fitness bootcamp and a personal training business based in Manchester.

I am now a founder and director of internetfitpro.com, a marketing agency for the fitness industry, and claritydigitalmarketing.com, a digital marketing agency for small businesses, based in Cheshire, UK.

I also occasionally work as an online marketing consultant, speaker and business coach.

This is my first book.

WHY I WROTE THIS BOOK

Working with hundreds of small business owners over the last few years has made me realise many make things more complicated than they need to when it comes to building and growing their business online.

Many small business owners start their venture because they love what they do, and not necessarily because they wanted to build a business or learn how to be a better marketer.

Writing this book is a unique opportunity for me to reach more business owners and change more people's lives by giving them a clear strategy they can implement to attract more clients online.

This strategy will be covered in depth. That said, this is not a book about pure 'internet marketing' or 'websites'. First and foremost, it focuses on conversation and communication, which are the cornerstones of setting up a profitable marketing strategy.

Effective communication is the key to having a
successful business.

Many business get this process the wrong way round and talk too much about themselves. What they should be doing is listening to their market, talking about their prospect's challenges and how they, as a business, can help them solve those problems.

WHO THIS BOOK IS FOR

This book was written with service-based businesses in mind – those which rely on clients, rather than customers buying physical products.

If you run a small online store or a retail business then it probably isn't going to be for you.

Service-based businesses tend to be coaches, consultants, specialists or trainers – something I call an 'expert business owner'.

These are often business owners who are clear on how they help people, but not necessarily clear on the message they need to share with clients to get them to buy. They may not be sure what their core offer (or hook) is and focus more on a describing a wide range of things they 'can' do for people, hoping one will fit.

Typically, these business owners don't know how to:

- work out what their core service is
- make their offer compelling
- get it in front of the people who are most likely to want it

Often they lack clarity regarding the best sales process for them. They may have an inconsistent, or worse, a non-existent sales system.

The chances are that you may have an email list, mostly of past clients, but you don't communicate effectively with them or use it to your advantage.

You want to get found online. You want to drive more leads and, ultimately, you want more clients and more sales.

If this sounds like you or your business, then put the kettle on, make yourself an extra large coffee (or tea) and strap yourself in for the ride.

Over the course of this book some of your existing beliefs about doing business and attracting more clients online will be challenged.

The goal is to persuade you to change the way you advertise your business forever, or at least until the next major technology shift. (And to be honest here, I don't see that revolution happening anytime soon.)

You will be shown the vital numbers you should know and how to use them when it comes to setting a budget for how much to invest in marketing your services.

Have you noticed the use of the word 'invest' instead of 'spend' when talking about your marketing?

That will continue to happen. Your marketing should always be thought of as an investment and never an expense. That point needs to be drilled home.

Most businesses have a website and understand the importance of using it as a tool for client acquisition.

Most businesses also have some sort of list of client contacts, usually of past or current customers, but they only email them when they have something to sell. This is a huge mistake.

If this sounds like you and your business then read on, there are some solutions to that just for you.

WHAT THIS BOOK COVERS

This book is not designed to be a 'tech walk-through'. You need to understand the strategy involved rather than the tactics used. If you want step-by-step instructions or a 'how to' book on setting up your own business website in detail, then this probably isn't for you either. However, you will be keen to make changes to your current approach once you are aware of why it's not working for you.

To help you implement these ideas, there is a comprehensive list of all the tools and methods I use listed in the online resources section at the end of this book.

The success strategy you will learn works because it generates and strengthens your relationship with prospects so that they want to buy from you.

By having normal, natural conversations with people, they quickly begin to know, like and trust your business. They clearly see you can help them from the first time they encounter what you can do. This is the secret to getting your online (and offline) sales and marketing strategy working for you – not against you.

Let's have a run through of what you'll learn.

WHY NO ONE EVER INTERACTS WITH YOUR BUSINESS

Websites are clearly the most common way that people find out about businesses, but the communication rules you will learn here are equally valuable when applied to the information you share in your brochures, or your face-to-face elevator pitch.

We'll review the common communication mistakes that lead to customers being put off working with you.

Then we'll have a good look at why your inability to start those meaningful conversations undermines your success with your target market.

STEP 1: KNOW WHO YOUR AUDIENCE IS

If you don't know who the ideal candidates are to develop into your customers, then how can you hope to reach out to them effectively?

Having worked with a lot of businesses, it's clear most don't know the answer to this simple question.

Who are your ideal clients?

This step teaches you how to:

- have a clear idea who your ideal client is
- start those all-important pre-sales conversations with them

By putting the right offer in front of the right people, you dramatically boost your chances of sealing the deal.

STEP 2: KNOW WHAT PROBLEM YOU ARE SOLVING

Ultimately, people make purchasing decisions because they have a problem or a pain point and they have found a business that will solve it for them.

Begin by doing your research – ideally before you even start to market your services. Although, if you didn't do this when you started your business, it's still OK to do it now.

You should always be thinking about the benefits of your service rather than the practical nitty-gritty of what your service is. Never bore or confuse your prospects with a lengthy list of tedious details about 'what' you do. Honestly, no one cares! When you explain the benefits of your offer in a compelling and convincing way, it becomes easy to have a positive conversation with your prospects. A conversation that will, in turn, boost your sales.

A quick example. Back in 1998 when Google launched, other search engines such as Yahoo, Lycos and Ask Jeeves already existed. Google decided to solve the ultimate web surfer's problem – to help them quickly find the most accurate results for their search. They nailed it. Since then, Google has become the go-to search engine. Internet searching even got a new name – we 'google' things.

The net result of researching your ideal clients is not only to understand more about their problems and desires, but also to understand it from their point of view (using their language), rather than from your more detached perspective as the business owner.

STEP 3: DEFINE YOUR CUSTOMER JOURNEY

Once your message is refined and you know who needs to hear it, you need to work out your 'customer journey'. It sounds like yet another buzzword, but it's crucial to your success. This journey looks at the process you're using to get potential customers to:

- discover you exist
- get to know like and trust you
- understand you can solve their problem
- start a conversation about solving their problem
- turn those conversations into sales

You've probably encountered lot of business people who put their own needs first and dive straight in asking for the sale, which – let's be honest – is really annoying.

Why? Because it's a rushed, pointless pitch and shows the other person has failed to take time to understand your problem, build a relationship with you and then offer to help. It's like a love-struck, desperate suitor proposing marriage and kids on the first date. It's not a good idea. It looks distinctly weird and puts the other person off for good!

You need to take things at the potential clients' pace, not yours – no matter how desperate you might be to make a sale and bring in quick cash.

By having an effective customer journey in place, you can be sure your prospects can, and will, go to the next step when they are ready. There are no high-pressure sales tactics or desperately begging people to buy. Their trust in you can build gradually, which means they feel at ease placing an order with you when the time is right for them.

STEP 4: KNOW WHERE YOUR AUDIENCE HANGS OUT

If this next point sounds really simple then it's because it is. You find out where your audience hang out, so you make sure you share your message with them in those places. Obvious as it seems, many businesses fail to get their message in front of the people who are interested in hearing it.

Here are some examples of where businesses get it wrong when it comes to getting their message in front of people:

- Advertising in the Yellow Pages or other directories that no one uses anymore
- Placing ads in the local newspaper – that the potential client does not read
- Investing in search engine optimisation (SEO) for search terms that no one is searching for
- Relying on a free business page on social media sites like Facebook, when the reach is low and getting lower because social media companies expect you to 'pay to play'

Once you know who your audience is and what problem you are solving for them, it's vital that you do everything you can to get your message in front of the right people.

HOW TO USE THIS BOOK

You've bought this book for a reason. You're interested in growing your business with more sales and increasing your profit.

To get the most out of it, go through this book from front-to-back in one sitting at least once, so you see how the four steps fit together. As you move through the book, make note of any tips that you'd like to go back over at a later stage.

Take action on all the exercises in the book. We've all read plenty of books and not taken action or implemented the advice the author has spoon-fed us (...yes, I'm guilty of this as well).

The only way you will move your business forward is by taking action on the stuff that you learn. The exercises included are designed to help you do just that... implement it! If you're the sort of person who hates to write in a book, you can download the exercise worksheets.

Because the internet and website technology moves at quite a fast pace, all the resources mentioned in the book are available online. This means they can be updated as new and better strategies or tools come along.

(In addition to that, and in the spirit of 100% transparency, I also want you to leave me your email address so that we can continue this conversation and start a relationship. I practice what I preach.)

This may not make sense to you now but as you go through the book and the exercises included, it will do 100%. A list of all the resources created for you and the download link are in resource section on page 173.

GET SOME FREE HELP

Got any questions about anything in the book or how to apply it to your situation? Want to connect with other like-minded people on the same business journey as you?

Join my free Facebook group: The Clarity Project. We're a close-knit supportive bunch and it would be great to meet you there.

claritydigitalmarketing.com/facebook-group

HOW TO CONTACT ME

For one-to-one consultancy sessions or more personalised advice for your business, email me directly:

liam@claritydigitalmarketing.com.

LET'S GO

So, that's a whistle-stop tour of where we're heading on this business-building journey. It's time to start learning how simplifying your business message brings big benefits.

Oh, and just before we get going in earnest, I want to introduce you to a couple of people that you're going to meet along the way – people you're going to be learning from...

PROLOGUE

To put the ideas you will be learning in more context, I have used a couple of characters to show how your communication approach can help or hinder your business.

One of these guys you want to emulate – the other one definitely not!

TIGHT-ARSE TERRY

Tight-arse Terry is the ultimate freebie seeker and sceptic. He never wants to invest in his business and is always looking to get things done either on the cheap or for free.

Terry is great at what he does, but he always seems to struggle in business. He has a ‘feast or famine’ pattern to his sales. Finding new clients is a challenge and his income fluctuates wildly as a result.

Because of the uncertainty, Terry lists everything he could possibly do on his website. Terry thinks this approach is bound to tempt visitors to open their wallets. His philosophy is: ‘If you throw enough mud at the wall, something will stick.’

Typically, he will have a free website service – if he even has a website for his business. He will also rely on ‘word of mouth’ marketing and spend a lot of time on social media trying grow his sales.

Terry doesn’t understand that he needs to invest in his business and invest in building strong relationships with the people who are in his target audience. Terry sees marketing as an ‘expense’.

When Terry is struggling in business, which is often, any marketing 'spend' is usually the first thing that gets cut.

INVESTMENT-MINDED ALEX

On the other end of the spectrum is Alex.

Investment-minded Alex is a joy to work with. He gets it. Alex understands that if he wants to grow his business then he needs to invest in it.

Like Terry, Alex is also great at what he does but he promotes himself in a very different way. Alex is the polar opposite of our friend Terry.

He looks at the money he spends marketing his business as an investment and is always looking at the return he gets on that investment. Alex has a thriving business precisely because he is prepared to invest in it regularly, to get a predictable stream of clients.

He understands the process of building relationships and focusing on acquiring new leads, nurturing them and securing new clients on a regular basis.

This means Alex doesn't struggle with the 'feast or famine' problem. He can predict how his investment will generate more sales, and when he will get them.

I want to show you how you can change from having Tight-Arse Terry tendencies to an Investment-Minded Alex outlook and grow your business faster.

WHY NO ONE EVER INTERACTS WITH YOUR BUSINESS

Have you ever had a website designed for your business and it just sat in cyberspace gathering dust, failing to bring in any new leads or clients despite it looking ‘amazing’?

Maybe your web designer told you that it included all the latest widgets and technology? And despite it costing you a small fortune to get it put together, it bombed.

You might not even know why it didn’t work.

Your web designer will probably tell you that you need to have it better optimised for Google and then proceed to charge you another arm and a leg for ‘search engine optimisation’ or tell you that you ‘had a traffic problem’. No business ever has a traffic problem by the way, because traffic is the easiest thing in the world to get.

Isn’t it annoying? Your website seems more and more like a car without an engine. It’s getting you nowhere.

Let’s have a look at what scuppers your chances of success and why it causes problems for your business.

We’ll focus on the following:

- how many people take action on a bad versus good website
- what issues cause people not to take action
 - ‘me me me’ not ‘you you you’ messages
 - too much going on at once
 - having an unclear pathway to becoming a client

- lacking clues visitors are in the right place
- mismatches between advert and website messages
- a lack of social proof
- poor follow up systems

At the end of the chapter, is a checklist to use with clients. It will guide you through assessing the strengths and weaknesses in your approach, and tell you how to interpret your results.

ONLY 1-2% OF VISITORS TYPICALLY TAKE ACTION ON YOUR SITE

The most popular request from business owners is to help them get more traffic – and by traffic, they mean more visitors to their website.

‘Liam,’ they will say, ‘I need more traffic! Can you help me with Facebook or Google Ads and driving more people to my website?’

Most of the time, that’s not actually what they need at all. When their situation is analysed, they don’t really have a problem getting traffic (i.e. the number of people visiting their site), they have a problem with getting those people to take action after they land on the website.

When visitors take action, it’s called a ‘conversion’. (If this idea of ‘taking an action’ is new to you, don’t worry; it will be explained in the next section).

If we took a look at the average business website, with an average sales message, we would find that just 2% maximum of site visitors actually take any kind of positive action when they land on the

KEEP IN TOUCH

Thanks for buying the book. I really do appreciate your investment in me.

In the introduction I said I love helping people and businesses thrive, so there's lots more ways I can help you.

Remember, if you do have a query about anything in the book you can post it in this group. I hang out in there most days and would be more than happy to answer any questions that you have. There are also special giveaways for people who bought my book.

My group is also the best way to get your hands on any of my other giveaways, such as existing and future training videos and bonus downloads.

Breakthrough days

I am available for a limited number of breakthrough business coaching or consultancy days to help you in your business on a one-to-one basis. Email liam@claritydigitalmarketing.com for more information on this.

Done with you services

Clarity Digital Marketing can work with you or your marketing team to put together an online marketing solution for your business, to generate leads and attract more people into your world.

We don't believe in holding you to ransom by forcing you to work with us forever to bring in business. If you want to learn how to do it yourself, we'll help you build and implement a system and teach

you how to keep it running in tip-top condition to keep the leads and new business flooding in.

Done for you services

I understand that sometimes you just want someone to come in and get stuff done. Hand it over and let someone else do the grunt work. Me and my team at Clarity Digital Marketing would be more than happy to do this for you.

All the best with your own clarity project!

Liam Thompson

Head of Digital Marketing

Clarity Digital Marketing

www: claritydigitalmarketing.com

email: liam@claritygitalmarketing.com



- UK: <https://www.amazon.co.uk/dp/1910600121>
- US: <https://www.amazon.com/dp/B0725JXFMV/>
- FR: <https://www.amazon.fr/dp/B0725JXFMV/>
- DE: <https://www.amazon.de/dp/B0725JXFMV/>
- IT: <https://www.amazon.it/dp/B0725JXFMV/>
- ES: <https://www.amazon.es/dp/B0725JXFMV/>
- jp: <https://www.amazon.co.jp/dp/B0725JXFMV/>

