IMEC

Welcome!



Help Manufacturers Stop Being the Best **Kept Secret**

THANK YOU!!!!!!

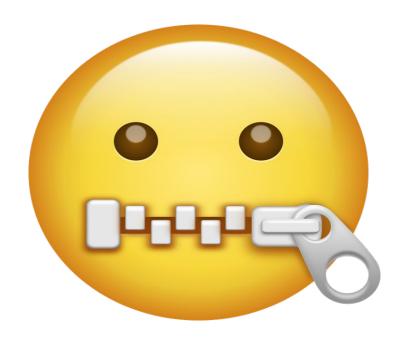
66/6

buying decision is made <u>online</u>

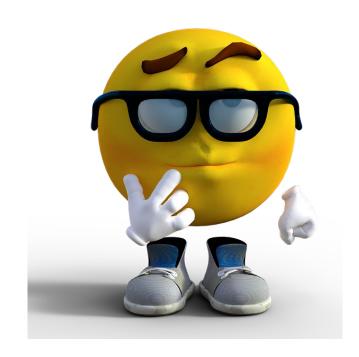
before picking up the phone or sending an email

Make a Buying Decision on Friday Night at Midnight

Closed Mouths Don't Get Fed



There must be a better way!





Out-teach the Competition

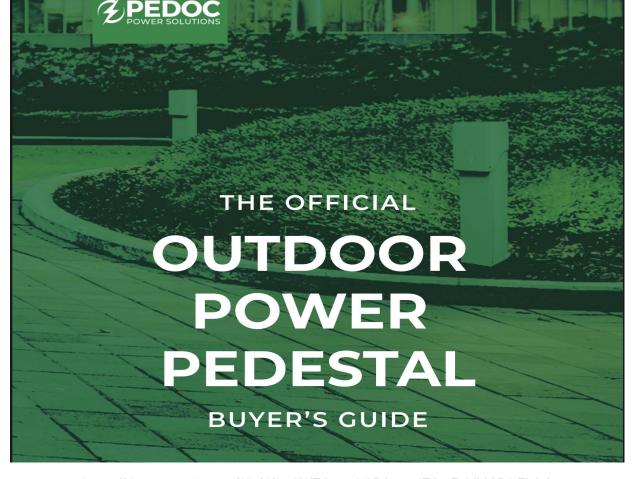
Create an Online Experience of Know - Like - Trust

Intro to Digital Game Plan





https://drive.google.com/file/d/1gGwdmFY2g_AulTQkORE27bDQB8zx1uvR/view



https://drive.google.com/file/d/1m0WFCmjiuh9POwteJTGwEqVMCDfxTL8j/view

K.Y.S. & H.Y.S K.Y.S. = Know Your Soulmate H.Y.S. = Help Your Soulmate



What is Every Person's Favorite Radio Station?

WIIFM

What's in it for ME!

WIIFYS

What's in it for Your Soulmates

Everything to Everyone?

Nothing to No One

Focus on Your Core Strengths

SO vs So What

Create Your Buyer Persona (aka Soulmate)

Soulmate Success Path

(aka Buyers Journey)

Rounding the Bases

RIKS = Ridiculously Important Keywords

RIQS = Ridiculously Important Questions

Soulmate 100

Creating Awesome Content

"A goal without a plan is just a wish"

Sign up for Juicy insider tips and strategies with the B2Btail Best Kept Secret Sauce Newsletter – a weekly newsletter that helps you Stop Being the Best Kept Secret – all delivered straight to your inbox.

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