

5 KEYS TO BUILDING YOUR DIGITAL EMPIRE

Fast-track your success!



Take your idea online and
turn it into a profitable,
scalable business with these
fruitful foundations.

We'll reveal the 5 keys to
setting yourself up for
success from the lessons
we've learnt and the proven
strategies to scale fast.





WHAT'S INCLUDED

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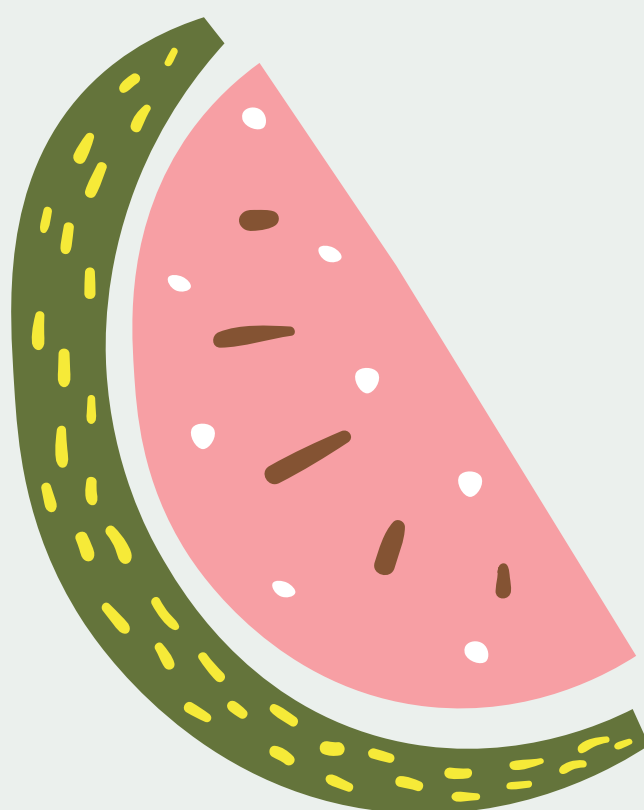
01

What problem are you solving?

The first step for any business, brand or product is being clear on purpose and what problem you are solving.

The 3 most important takeaways in this chapter.

1. Your purpose defines the reason why your business exists.
2. The problem should meet a current unmet market need or provide a point-of-difference to existing offers.
3. Map out the alternative competitors in the marketplace to be clear about your brand position.





Your Purpose

Create a short statement about WHY your business exists

Defining the Problem

Your problem should identify the following:

What is the unmet market need?

What is the severity of the pain-point?

Where does it sit on the scale of necessity to luxury?

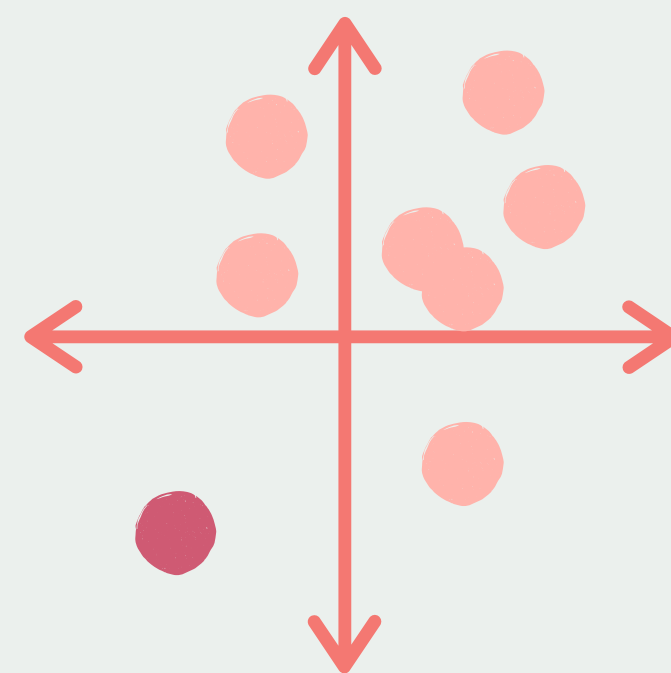
How aware is your customer of the problem - map on the scale of need to educate to fully aware.

Your Competition

What are the current solutions or alternatives in the marketplace currently.

Are you a market disruptor, me-too product.

Map out your market position on a competitor graph measuring two important factors on a scale. For example, this could be high/low cost and high/low value and might reflect why you creating an unmet need.





*“People don’t buy what you do; they
buy why you do it. And what you
do simply proves what you believe”*

- Simon Sinek -

Start with Why: How Great Leaders
Inspire Everyone to Take Action



02

Who are you solving it for?

Defining your customer is imperative for both marketing your business and designing the most appealing message.

The 3 essential steps in this chapter.

1. Developing your customer persona.
2. Creating an empathy map to understand their current needs, pain-points and feelings.
3. Understanding how to reach them.





Customer Persona

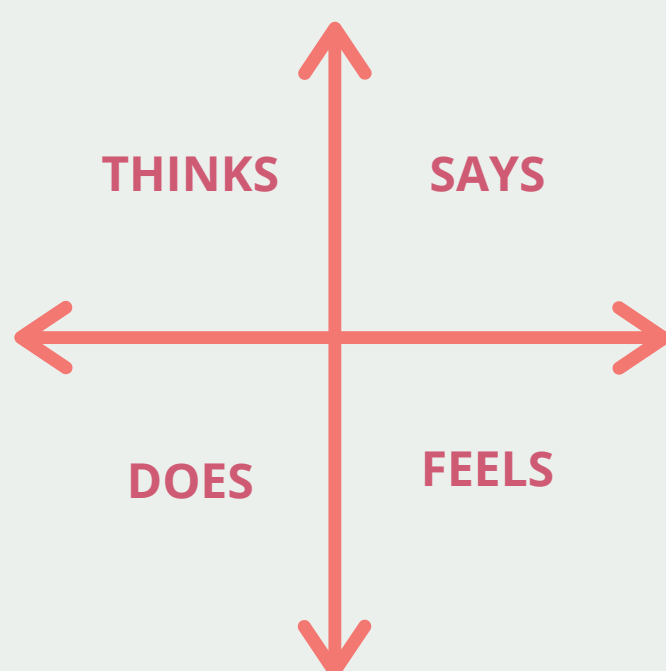
A customer persona (also known as a buyer persona) is a semi-fictional archetype that represents the key traits of a large segment of your audience, based on the data you've collected from user research and web analytics.

Empathy Map

An empathy map is a collaborative tool teams can use to gain a deeper insight into their customers. Much like a customer persona, an empathy map can represent a group of users, such as a customer segment.

Thinking about your customer and the current situation, identify:

- What they think,
- what they say,
- what they do, and
- How they feel.

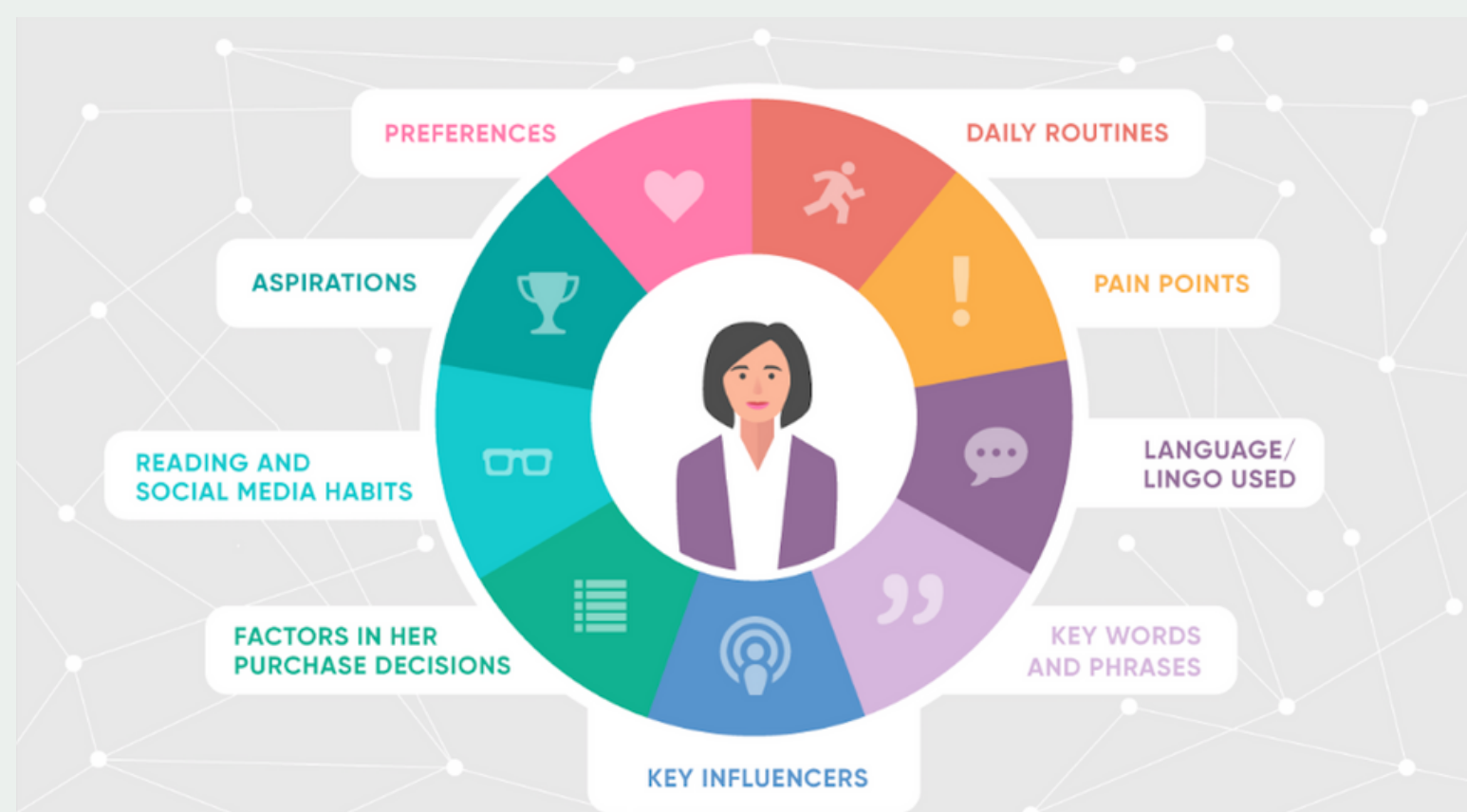


How to Reach Them

To prepare for marketing you need to outline the following:

- What media they consume.
- What interests they have.
- What brand to they buy

"All of your customers are partners in your mission."
- Shep Hyken -



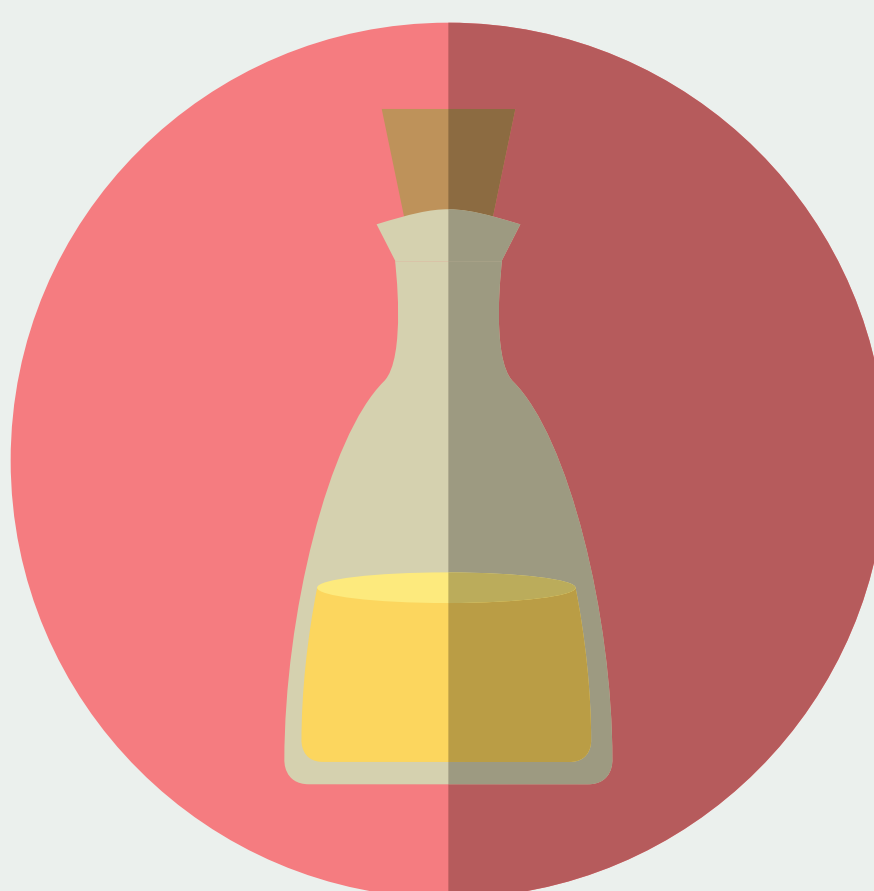
03

What is your solution?

What's a solution ? Whereas a product has the potential of doing something, a solution is the application of a product to solve a specific industry need or business problem.

"Focus on the solution, not on the problem."

- Jim Rohan -



04

What platform best suits your needs?

When you outline your business objectives and business priorities, you can be informed about what online platform suits you best.

The platform most suited to you could be one or more of the following:

1. Traditional website
2. Specialty eCommerce platform
3. Sales funnel platform
4. Speciality training or membership platform
5. Social media platform

Traditional Website

Flexible for any business. The most popular content management system platforms are Wix, Wordpress, Squarespace, Site123 and Duda.

Specialty eCommerce Platform

For product based business, you can look at platforms like Shopify, Amazon and eBay to get your business online.

Sales Funnel Platforms

Skip a website and instead use a sales funnel like ClickFunnels. These take the buyer on the journey and include upsells to increase your cost per sale.

Specialty training and membership Platforms

For eLearning investigate Teachable, Invanto and Thinkific. You can create live, dripfeed, quizzes, virtual classrooms, memberships and more.

Social Media Platforms

Influencers, bloggers and content creators can focus solely on social media platforms with the ability to generate ad revenue, sponsored endorsements and product sales.



05

How to promote effectively?

The simple formula is creating content, captivating your audience, connecting and then converting customers.

The 3 pieces in this chapter that will set up all of your promotions for success is to nail the:

1. Hook - what draws people in?
2. Story - how does your story resonate?
3. Offer - what is your value proposition?





Hook

In your promotion what is the hook to stop traffic and draw them in? You can use:

- free gift;
- prize giveaway;
- sale;
- bonus value;
- eye-catching image;
- video;
- emotive story; or
- inspiring quote.

Story

Your story is a powerful sales tool that can demonstrate the purpose of your business. It uses emotion, epiphany and logic.

6 story angles:

- experience;
- observation;
- pressing need;
- Aha moment;
- Desire to help or serve; or
- Pain of self or others.

When telling your story you should follow:

1. Lead (intro to story)
2. Flow (the story)
3. Moral (recap lesson)
4. Transition (into sale)

Offer

To make your sales pitch the most compelling, rather than compete on price, stack your offer with more value that your customer cannot pass up the deal.

"Price is what you pay. Value is what you get."

- Warren Buffet -



“

*Learn the 5 fruitful
foundations to fast-track your
business empire online that
took me 20 years of experience
to perfect.*

- SHELLEY TILBROOK -
Founder & Managing Director, Fruitful Group

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1-on-1 strategy consultation NOW



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