THE MONKEY'S FIST

STEP-BY-STEP FLOWCHART

The Rules

1. Identify the best buyers to target (top 20%). Hint: These people spend more, appreciate good design and you have a good story to tell about why you are the best option.

2. Choose a method to capture contact details (phone, web page, recorded message, form)

3. Identify their biggest problem/question you can solve or answer

4. Offer your problem solving information in return for their contact details

5. Deliver promised information and offer a low cost service to diagnose their needs and options

6. Diagnose their need and options and offer your design services

7. Track results

8. Get testimonials

9. Get referrals

THE MONKEY'S FIST
STEP-BY-STEP FLOWCHART

What you do after you deliver your design service
is just as important as your lead generation

STEP 9
Get referrals

STEP 8
Get testimonials

STEP 7
Track results

STEP 6
Deliver your design service

STEP 1
Identify your best buyers

These people spend more and appreciate good design

Top 20% of clients

Rest of the market

STEP 2
Select method to capture their contact details

STEP 3
Identify their biggest problem you can solve

STEP 4
Offer and deliver your problem solver (e.g. report)

STEP 5
Initial face-to-face diagnostic meeting

Deliver report + offer face-to-face help

Repeat face-to-face offer

Repeat face-to-face offer

Repeating your face-to-face offer 3 times will double your response results