



The Surprisingly Easy Way to
Make Your Marketing Budget
10x More Effective



Hi! Thanks for downloading this guide!

Now tell me...

- Are you throwing money at your marketing budget, and not getting results?
- Or maybe you can't get started because you don't know where to invest to have the biggest impact?

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Many family businesses grow for years without paying much attention to marketing or branding. Then they hit a plateau and realize if they want to go to the next level, they need to do something different.

The problem is – there are SO many options.

Should you present at trade shows, or pay for Google ads? Is SEO the answer? How much time and effort should you put into social media? Do you really need to be on TikTok?!

You're under pressure to get this right. You don't have unlimited funds, you don't want to put your family business at risk by doing the wrong thing, and getting external help can be tricky. Who can you trust?

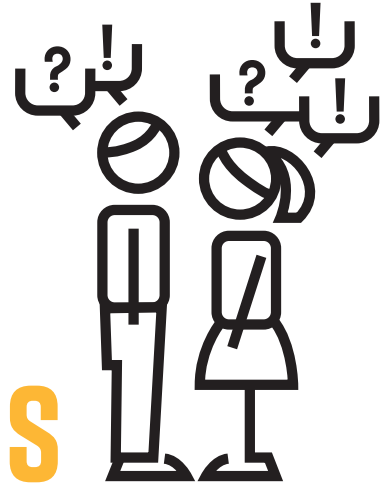
When you're overwhelmed by so much choice there's a danger you waste time trying a host of strategies internally with mixed results. Or you waste money on outside vendors who aren't the right fit. Or you talk the problem round in circles and end up doing NOTHING.

If you want to create a truly effective marketing and branding strategy, you need to know WHERE TO FOCUS.

The surprisingly easy way to boost the effectiveness of your marketing budget is...



Have 12 Conversations with Customers



Wait, what?! A strategy that's effective and free?! Sounds too good to be true, right?!

Why the 12 Conversations Strategy **is the best way to supercharge your marketing and branding**

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REASON 1:

Avoid wasting money on trial & error

Your customers have the answers to ALL your questions. They can tell you exactly what they need so *you know which products and services to focus on* – AND the marketing that resonates with them most.

Clients often ask me about benchmarks such as, *"How much of my budget should I put towards X?"*

While it's helpful to know the industry standards, you need to remember that family businesses vary so much it's likely there is no benchmark for what you do.

The information you need is NOT being held by your competitors, it's being held by your CUSTOMERS.



REASON 2:

Mitigate the risk of investing in the wrong thing

Talking to your customers (or prospective customers) means you get information right from the source, rather than vendors who have a vested interest in selling their products or your internal team that hasn't yet accomplished whatever it is you're reaching for.

This strategy also mitigates the risk of harming your customer relationships and ensures that the people you want to influence are part of your decision-making..

You've probably seen marketing campaigns that feel like they come out of nowhere or the messaging feels off.

If you have truly effective conversations with your customers before you create your strategy, your chance of success is much greater because you can use their words and respond to the issues they identify.

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REASON 3:

Support the growth of your marketing team

Many of the companies I work with have someone who looks after their marketing. Oftentimes they've grown up in the business and while they can do a lot of things, they don't necessarily know how to get you to the next level.

By getting effective feedback from your customers, you set your team up for success. You can give them the direction they need to grow and you'll get a greater return on their salary.

BONUS TIP

Talking to your customers makes them feel invested in your growth. This is especially important in family businesses with a high customer concentration. When you implement the strategies that come out of your conversations, go back to thank them, show the actions you've taken, and acknowledge their part. Making them feel heard will turn them into your biggest fans!



Why 12 Conversations?

We know from experience that 12 thorough and effective conversations are enough to identify patterns in the answers, get a range of perspectives, and give you ideas to move forward.

More than 12 can feel daunting which might stop you from getting started. It's easy to think you don't have time, or that this is something you'll tackle "someday" when you're a bit more organized.

In fact, it doesn't take a lot of time to prepare for these conversations, you have the entire strategy mapped out in this guide. And once you're prepared; the interviews themselves don't take long either.

The truth is, the results you get from this exercise will prove to you that *nothing is more important than talking to your most valued customers.* So schedule those calls!

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Ready to get started?

In this guide, you'll learn how to identify the key opportunity for your business, select the right people to talk to, reach out to them, ask the right questions, and how to use the information to fuel your growth.

This means you can get unstuck, identify the best next steps for your business, maximize your budget, and move forward with confidence.

Let's dive right in!



5 steps to 12 effective conversations with your most important customers

STEP 1:

Identify the opportunity

Before you pick up the phone, or even think about who you're going to call, you need to *get clear about the opportunity you want to pursue.*

How do you choose? One effective strategy is to leverage previous successes. Brainstorm everything you've done in the past, especially the things that have worked well for you. Out of all the ideas on the table, which three bubble to the top?

Once you've narrowed the field to three ideas, consider – *If you could only change ONE thing in your branding and marketing and everything else had to stay the same, what would you choose?*

Getting clear about your area of focus will help you glean the right information from your conversations.

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STEP 2:

Identify the right interviewees

There's a danger when you reach out to customers that you choose the people you feel most comfortable with. So bear these two things in mind when you choose your interviewees.

1. THEY MUST BE AN IDEAL CUSTOMER FOR THE OPPORTUNITY YOU IDENTIFIED.

For example, if you want to grow retail sales, you need to talk to retail buyers not end-users. If you aim to grow online sales, talk to end consumers.

If you want to sell more to your current market or attract more people like them, talk to your *existing* customers. On the other hand, if your opportunity involves cultivating a new channel or market, you need to talk to *prospective* customers.

2. ENSURE YOUR IDEAL CUSTOMER GROUP IS DIVERSE

Select the areas where you want to make sure you have diversity such as gender, age, experience level, familiarity with your brand, and geography – and ensure you choose people who meet these criteria.



STEP 3:

Reach out!

Picking up the phone to have a customer conversation can be intimidating, but remember the first one is always the hardest! Here are the key points to remember.

PEOPLE LIKE TO HELP.

Position the ask as an opportunity for your customers to use their experience and knowledge to help your family business increase its impact, or to help other people like themselves.

BE SPECIFIC

Be clear about how much time you need, what format you want the call to be (Zoom or phone), and give your interviewees an idea about the topics you will talk about.

BE CONFIDENT

Be confident. Make sure your conversation sounds like a win-win, not a favor.

CUSTOMIZE YOUR ASK

If you know the person well, be sure to make your request sound as personal as possible. If you don't know them, but know that you have shared values or contacts, be sure to make those connections (briefly and authentically).

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STEP 4:

Ask your questions

It's important to gear your questions to the opportunity you're focusing on. Here are some ideas to help get you started.

- What's the biggest change you've seen in your work/life over the past 12-18 months? How does it affect you?
- What frustrations do you have *now* that you didn't have three years ago?
- What do you wish things were like instead (of the frustration they mentioned)? Why?
- What do you think most brands don't understand about you or your work? What do you *wish* that they knew?
- How do you hear about new brands?
- What brands do you personally love? (Make it clear that they don't have to be related to your category) Why do you love them?
- What's the most recent brand that you heard about that really resonated with you?

*The #1 question you can ask during an interview is: **Can you tell me more about that?** This will help you delve deeper into each answer.*



STEP 5:

Your interviews are done! What should you do next?

1. **TRANSCRIBE YOUR INTERVIEWS** to make the content easily accessible. We recommend the cost-effective automated transcription service at [rev.com](https://www.rev.com).
2. **RENEW THE CONTENT AND IDENTIFY PATTERNS.** Highlight words and phrases that came up repeatedly and any common themes.
3. **PUT THE PATTERNS UP ON A BOARD AND INVITE YOUR TEAM TO REVIEW THEM WITH YOU.** What stands out for them? What's surprising? What can you learn from this information? What questions does it answer? What new questions does it bring up?

By the time you finish 12 interviews, clear patterns will emerge that give you ideas for:

- Messaging using the words your customers use
- Values that your brand shares with your customer
- The best ways to reach your ideal customer
- How you can solve problems or create value for your customer

These patterns will allow you to create a strategy for your marketing, as well as set guardrails for your team. You will learn what NOT to do, as well as get ideas about the best way to move FORWARD.

Now what?





When you start having these conversations you're likely to run into the following obstacles...

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1. IT CAN BE HARD TO DO THIS BY YOURSELF.

Involving your team sometimes helps, but you often need someone who isn't as close to your business to see your challenges in a new way. Just talking the issues through with someone else can help you gain clarity – especially someone who is experienced working with family businesses just like yours and can bring the benefit of an industry perspective.

2. IT CAN BE HARD TO HOLD YOURSELF ACCOUNTABLE.

Even though *you know* this is important for the growth of your company, it's the sort of task that often gets put off in the day-to-day whirlwind of activity. This is what we do at Six Point all day long, so we can keep you on track!

3. IT CAN BE DIFFICULT TO INTERVIEW YOUR OWN CUSTOMERS.

If you or your team is not comfortable doing the interviews, they may not get done efficiently, or you may not be able to go deep enough to get your real questions answered. We have the experience to go deep and get people to open up. It's a whole lot easier to interview other people's customers than it is to interview your own!

4. YOU MIGHT NOT FEEL CONFIDENT INTERPRETING THE RESULTS OF THE INTERVIEWS.

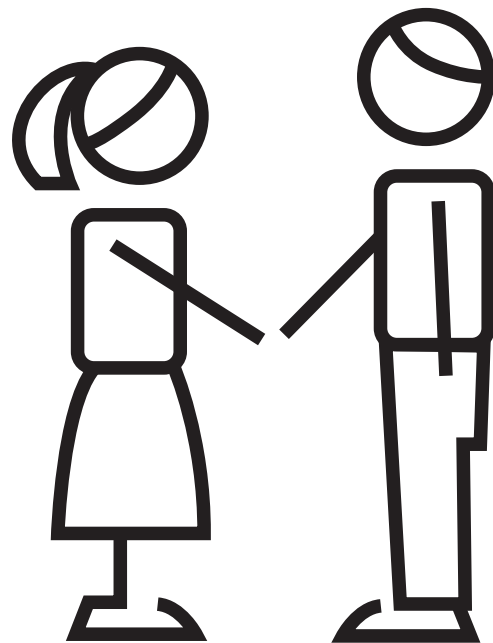
If you're taking the time to interview your customers, you want to make the most of the data. We can help you use the information you get from the interviews to create a focused branding and marketing strategy that fuels the growth of your business.

5. YOU MIGHT FIND YOU NEED MORE INFORMATION.

Sometimes you finish the interviews with more questions than you had when you started, because when you went into the conversations, you didn't yet know what you didn't know. We can supplement your findings with market data, more conversations, or competitor analysis.



Here's how Six-Point Creative **can** **help you.**



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I hear from many family business owners whose company has grown organically over a long period, but have tapped out that growth.

They've been stuck at a plateau for the past few years and despite trying different strategies they just can't grow beyond this.

They need to do something fundamentally different from what they've done before to open up the next level of opportunity.

As a family business owner, you're very entrepreneurial. You see opportunities around every corner. That's fantastic! Your creativity will fuel your business!

But when it comes to marketing and branding, rather than scratching the surface on lots of different strategies, it's important to go all in on the ones that work for you. And having effective conversations with your customers is a leap in the right direction.



Hi! I'm Meghan Lynch

Founder and CEO of Six-Point Creative.

As part of my mission to help family businesses challenge the goliaths, I've served as an expert advisor to clients in a wide range of industries, from fast-casual restaurants to industrial manufacturers.

I created Six-Point's Solve for Y Brand Accelerator System to help family-owned businesses address three critical stages so they can move from a stuck brand at a plateau to a focused, scalable brand positioned for sustainable growth.



Six-Point Creative works with family businesses in **three ways...**

JUMP ON A CALL. Together we'll figure out if The Brand Accelerator System is a fit for you. If not, we'll refer you to experts who can help. If it is, we'll identify your needs and advise about grant opportunities.

YOUR BRAND STRATEGY WORKSHOP. You and your team will get a customized workshop delivered in-person or remotely over 3 sessions. We start with what's working right now, and identify opportunities for growth.

TAKE ACTION! You'll leave with clear action steps for the next 90 days, an overarching strategy, and messaging you can use right away. That might be everything you need. Or you might opt for continued support.

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READY TO GET UNSTUCK?

Email Catherine@sixpointcreative.com to schedule your call today!

It's time to **STOP** being your industry's best kept secret!

LET'S TALK!

