
MICROCONF EUROPE 2017 ACTION PLAN

CATEGORIES

Category	Definition	Color Code
Next	By end of the year	Green
Soon	First 3 months of 2018	Yellow
Later	In 2018	Orange
Future	After 2018	Pink

TASK TYPES

Type	Definition
To Do	Tasks & projects to execute
To Answer	Questions to answer, strategies to evaluate
To Remember	Insights to remember when doing tasks

NEXT

TO DO

MARKETING: SEO

Research keywords

- Invest time researching keywords—don't rush it
- Use Google auto-complete to see what people search for
 - You cannot guess the phrases people use to find your web site
 - Plural vs singular matters
- Evaluate [ahrefs](#) tool for keyword analysis
- Avoid Google AdWords Keyword Planner
 - Mostly useless for SEO, okay for AdWords; just use other tools now
- Review topic suggestions, content of competing web sites, keyword suggestions at the bottom of another search

Fix the machine

Use [Google Search Console](#) and check, in order of priority:

- Security Issues

- HTML Improvements
- Index States
- Crawl Errors
- Feed the mobile index**
 - Design for mobile upfront
 - Responsive isn't necessarily mobile friendly
 - Test with [Google Mobile Friendly Test](#)
 - Test with [PageSpeed Insights Tool](#)

MARKETING: ADVERTISING / SOCIAL MEDIA

- Install Facebook pixel**
- Research keywords for Google AdWords**
 - Evaluate keywords by traffic, competitiveness, relevance
 - Use AdWords with SEO
- Update Twitter profile with link to Strategic Life Tools**
- Post on [Product Hunt](#)**

CONTENT

- Publish Strategic Life Manifesto**
 - Define your core principles
 - Define what you are and what you are not

INFRASTRUCTURE

- Review [Memberful](#)**
Potential membership platform

TO ANSWER

- What is my position in the market?**
 - Map content on two axes along with competition to understand market gaps and positioning
- What language do customers use to talk about their pain and ways of planning their life?**
 - Read Amazon reviews for similar products
 - Visit other places potential customers hang out (Reddit, life coaching forums, etc)
 - Talk to people in real-life
 - “self-guided life coaching” got aha moments at conference
 - Explore “lifestyle-focused”, “live the good life”, “design a better life”
 - Explore “tools”, “templates” and other ways of describing what customers get
- What drives my potential customers?**
 - How do you think about making changes in your life today? Plan your life?
 - What's keeping you from planning more?
 - What is the reason you signed up for Strategic Life Tools?

- Think about targeting people in major life transitions: divorces, retirement, graduation, first child, etc. Hypothesis: People are more likely to think about life planning during these times.

TO REMEMBER

- “Send me your cell number or Skype username”.**
Give alternative call methods to reduce resistance to giving out cell number.
- Find “good” customers, not just any customer**
 - Currently solving, or attempting to solve, the problem you address
 - Experience the problem on a recurring basis
 - Don’t need to be educated how to solve the problem or why it’s important
 - Will use the product regularly
 - Will get more value out of it than it costs—think 10x ROI, not 1-2x
 - Ask people you know to introduce you to people they know
- Treat page titles for SEO like ad headlines**

SOON

TO DO

SALES

- Schedule support / walk-through calls**
 - “Can you walk me through the product and show me the places you got stuck?”
- Implement referral program**
 - A high Net Promoter Score is key. Beyond that, don’t overdo it
 - Learn what features drive NPS and willingness to pay
 - Ask for referral early—1st or 2nd day
 - Read [Referral Marketing Dilemma: You Can Influence So Little, And Yet Do So Much](#)

MARKETING

- Install AMP plugin**
AMP = accelerated mobile pages. If on WordPress, it’s easy to install a plugin. Currently helps.
- Read [Search Engine Optimization Starter Guide](#)**
- Use Facebook Insights to identify audience demographics**
 - Install Facebook pixel
 - Do intent-based advertising (e.g. Google Ads) to drive people to web site
 - Visitors get tagged with Facebook pixel
 - Use Facebook Insights to identify demographics & audience characteristics
- Implement a Facebook Ad funnel**
 - Funnel Stages:

- Attract Visitors
- Generate Leads
- Close Sales
- Stage Planning:
 - Goal
 - Assets
 - Audience
 - Approach

INFRASTRUCTURE

- Run [JitBit SSL Check](#)
Scans web site for non-secure content

LEARN

- Read [Instant Cashflow](#) by Bradley Sugars

TO ANSWER

- Why does my customer buy?**
 - Drivers
 - Ego
 - Security
 - Gain
 - Ease
 - Belonging
 - Needs
 - Features
 - Timescale
 - Affordability
 - Result
 - Aspirations
- Can one-to-one sales tactics be applied in a one-to-many sales scenario, like a live webinar?**
- What online marketing channels do I need to be using?**
 - Search for your keywords and see what types of sites come up: paid links, media, blogs, etc—these are the channels you need to use

TO REMEMBER

- Give people multiple upgrade opportunities**
- 4 Principles of Persuasion**
 - Personalization Matters
 - Obliquity
 - Tell stories about how other people found the service valuable
 - Stories & Pictures

- Language & Tone Matter
- Ask for Commitment...Not Specifically a Sale**
 - Get commitment to:
 - To a concept
 - To an action
 - To a purchase
 - Ask:
 - At the end of a call
 - After gaining agreement
 - After objection handling
 - In response to a buying signal
 - *(Download Paul Kenny's presentation for others)*
- Pablo**
Creates beautiful images for social media posts
- Ask for Referrals**
 - "Can you think of 3 people who have a similar problem?"
 - "Can you send me an introduction to speak with them?"
- Belief that there IS a solution helps mitigate the uncertainty of your current problems.**

LATER

TO DO

SALES

- Test annual pricing plans**
 - Typically 20% discounts
- Improve customer retention**
 - Ask customer why they cancelled
 - Improve on-boarding
 - Make critical features more visible
 - Automate failed payments, upgrades
- Make sign-up GDPR friendly**
 - Form should have e-mail address input first, then a statement on the use of the e-mail, then the subscribe button; may not need a separate "yes, I subscribe" checkbox
 - Research other requirements of GDPR

MARKETING

- Improve search position**
 - Go to Search Analytics in Google Search Console
 - Find keywords with lots of impressions but no clicks

- Raise your position
- **Do Lazy SEO**
 - Discover weird keywords that are already bringing in traffic and optimize for those
 - Filter by position 11—a slight improvement can get you to page 1
 - Add more keywords
 - Create more cross-links on your web site
- **Test Side Project Marketing**
 - Develop a valuable free software tool that people will link to, e.g. [website.com/free-tool](#)
 - Keep on main web site so back links boost authority of your main web site
- **Explore new marketing channels**
 - Blog sponsorships

PRODUCTS

- **Make a planning card deck**
 - See [Method Kit](#) for example card decks that use structure to help people do planning
- **Create a chatbot for life planning**
 - [Octane AI](#) can help build one for Facebook Messenger
 - Skews toward younger audiences, so may not be relevant depending on customer base
 - Also see [Yup.com](#), which is math tutoring for high school students using a chat app

LEARN

- Read [Keeping Your Shit Together](#) by Sheri Walling

TO REMEMBER

- **Use Trello for hypotheses tracking**
 - Columns:
 - New Hypotheses
 - Retest
 - Scheduled for Testing
 - Validated – Positive
 - Validated – Negative
- **Small changes can help improve global sales**
 - Focus on small cultural details that send signals
 - Build trust
 - In English, use localized spellings
 - Use international examples
 - Use simple words
 - Use diagrams
 - Include multinational testimonials & brand logos
 - Show the price & allow them to buy in their local currency
 - Include drop-down currency in case they want to change

- IP target to select initial currency

- Use [Sanity Check](#) for SEO

FUTURE

TO DO

- **Use cultural probes for remote ethnographic research**
 - Ask people to record how they're feeling, to take photos. Send them on missions.

TO ANSWER

- **Does acquiring a new company help change the risk profile of launching a new product / entering a new market?**