

How to Manage Your Own Website The Playbook

All the exercises you need to complete the book.

Welcome to Your Bonus Playbook

This Playbook is created to accompany the book, “How to Manage Your Own Website”, which I wrote for my favorite, amazing clients, and now want to share with you. While not required, the ideal way to use this Playbook is to read the accompanying chapter from the book, and do the exercises as they come up.

The key is consistent action. Respect your your time enough to not rush this process. It’ll take as long as it takes.

You’re smart, and obviously dedicated to your business. Learning how to optimize your *online* business is exciting, and possibly challenging. That’s to be expected.

Be patient. Be diligent. Be consistent. Set aside time without distraction to make your way through this material - ideally with the book as your primary tool. Think of this as your launching pad.

I’ve called this the Playbook versus a workbook intentionally. No matter how challenging this may be, I encourage you to approach it with a bit of playfulness. Consider me your biggest fan on the sidelines wearing some ridiculous costume, face painted in stripes, holding a giant #1 foam hand.

Go for it.

Greta Rose *Founder, Greta Rose Agency*

gretarose.com

The Blog Chapter

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Chapter 2 Exercise:

Define Your Ideal Customer

Define Your Ideal Customer Exercise

This powerful exercise is to help you identify your ideal customer so you can improve how you engage with your audience.

Use as much additional space as needed. Knowing your ideal customer is the most valuable asset your business can have.

1. **Describe your ideal customer.** (If you have more than one, just focus on one for now.)

a. How old am I?

b. Am I a man or woman? What do I look like?

c. Do I have a family? Tell me about them.

d. Where do I shop for clothes? How often do I shop?

e. What kind of shoes do I wear?

f. What do I do for a living? How many hours do I work each week? Do I have a day off? What do I do to relax?

g. What is my favorite meal? What is my favorite restaurant? Why?

h. Where do I get my news? Do I have a favorite author?
What kind of music do I like? What is my favorite TV
show? When I am at a magazine rack, which magazine
covers am I drawn to?

i. What is my guilty pleasure? The one I'm perhaps a little
shy or embarrassed about.

j. What do I do or buy when I need a little treat or pick-me-
up?

k. What do I fantasize about being able to do or buy some
day? What's on my Bucket List?

l. If I could go to any place in the world, where would I
choose to go? Why?

m. What is my dream vacation?

n. What is really troubling me now? What are my greatest
concerns? What keeps me up at night?

o. Is there a real person you know who is your ideal cus-
tomer? What is his or her name? For the rest of this exer-
cise, use this name when referring to your ideal customer.

2. Why does your ideal customer want or need your help?

Be specific.

a. Why can't I do it myself?

b. What 5 questions do I need or want to ask you? Create my own personal FAQ for you. Be unique and specific.

c. Is this a splurge or an expensive purchase for me? Is that easy or hard for me to make?

d. What are my fears?

e. What will I need to do or know?

f. What am I anxious about or hesitant about?

g. If this does badly, what could happen? What legitimate risk am I taking here?

h. What do I want from this? My most desired outcome that would make me the happiest?

i. What would pleasantly surprise me that I'm not expecting?

Define & Expand Your Offerings

For this ideal customer (use his or her name), how can you help?

1. What is a specific service, product or information you have that is PERFECT for me?

2. How can you address my fears and concerns?

3. Is there a way you can do even more than you are doing?

4. What could you give to me as a surprise, that I'm not expecting, that would be a treat, gift or bonus? How can you OVER DELIVER?

Topics to Help Your Ideal Customer

Next step, as you probably already can tell, is to make a list of topics you know about that answer your ideal customer's greatest fears, needs, guilty pleasures and secret dreams.

Over deliver. Give him or her exactly what he or she wants, and then some.

Each item is the topic for one blog post.

1. Make a list of 10 questions I have for you. Answer each one.

a.

b. _____

c. _____

d. _____

e. _____

f. _____

g. _____

h. _____

i. _____

j. _____

2. Make a list of my 5 greatest fears and concerns. Address each one as its own topic and give me the solution.

a. _____

b. _____

c. _____

d. _____

e. _____

3. After I purchase your offering, how will my life be better?
Make a list of 20 benefits. Be specific. Each one is its own
topic. Teach me how to use your product, service or informa-
tion even better. Give me the secrets!

a. _____

b. _____

c. _____

d. _____

e. _____

f. _____

g. _____

h. _____

i. _____

j. _____

k. _____

l. _____

m. _____

n. _____

o. _____

p. _____

q. _____

r. _____

s. _____

t. _____

4. Are there tools, resources or partner services that you know of that make your offerings even better? Make a list of 15 resources you know of that could help me. Review them, describe them, share them.

a. _____

b. _____

c. _____

d. _____

e. _____

f. _____

g. _____

h. _____

i. _____

j. _____

k. _____

l. _____

m. _____

n. _____

o. _____

5. What are some things I can do, prior to working with you or purchasing from you, that will help me get more value from you? Make a list of 5 steps I can take, or things I should know or do. Each one is a topic to write about.

a. _____

b. _____

c. _____

d. _____

6. What do I need to know about you and your company to sooth my fears and concerns? Make a list of your 5 greatest achievements or assets. Tell us the story of how this came about, or why this was important to you.

a. _____

b. _____

c. _____

d. _____

e. _____

If you have done this work, you now have 50 topics to choose from. Maybe you have more.

You also (hopefully) have fallen deeply in love with your ideal customer, and can see how you can improve your products, services and information even more.