



10. what is the ninth question to ask about your dream buyer?: what makes them happy?

do some extra little things that create a connection between your company and the customer which could be a handwritten thank you note or a email sent on their birthday

11. what is High-Value Content Offer?: basically to get lots of leads you could provide prospects with some free value that is basically more info to increase their chances of buying because as we previously discussed nobody will buy if they don't have enough info

this could be in the form of ebooks, videos, free reports, cheat sheets, etc only in exchange for their name and email

12. what is value-based marketing?: revolves around providing significant value to customers without immediately seeking a sale, fostering goodwill and positioning the marketer as a trusted expert. By focusing on delivering substantial value, businesses can engage with a broader audience, including the 97% of prospects who may not be ready to buy but are curious about the offerings, thereby building a foundation of trust and credibility.

13. what is an important rule about your marketing and the type of traffic you receive?: the temperature of your marketing message must match the temperature of your traffic

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