

# 30 Day Connection Challenge



**DOMINO**  
CONNECTION

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## Finding Your Ideal Customers



*\* The first chapter was adapted from the Customer Connection e-course I created to help small business owners at [DominoConnection.com](http://DominoConnection.com).*

It's amazing to have a business in today's world. You can connect with customers at any time of day in thousands of ways. You have access to a lot of people that could use your help.

This can feel exciting and stressful at the same time.

**Let's look at two problems that usually occur:**

1. Not connecting with customers in the right places.
2. Giving up before the results are measurable.

I had a client who literally tried every kind of marketing that you can think of postcards, social media, online advertising, live events, coupons, outdoor, newspaper, referral program, and the list goes on.

Each time he gave up before he saw any real traction.

He wasn't looking in the wrong places, he was looking in too many places. He didn't take the time to figure out where his "ideal" customers were, engage them and earn their trust.

What we did is make a list of every type of marketing he did in the past year.

I want you to make a list too! (You can find a PDF printout at the Domino Connection 30 Day Connection Challenge Resource Page.)

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_

Continue the list until you can't think of any more.

Then look at where you've seen the best results. If you haven't seen any traction that makes you happy then pick 3 places that you think your ideal customers are and plan on creating a small campaigns around these 3 areas.

## **Places**

Whether they hanging out on Facebook, Google search or at conferences you need to be where they are so you can answer their questions and be as useful as possible.

One of my favorite resources to mine is my Google Analytics. You can see where people are visiting from on your website. Try to focus on the top 10 and see how you can increase this traffic.

The key to finding people who need what you are offering is staying focused on building connections in the "right places".

The "right places" are where your ideal customers are and understanding how they like to be engaged.

Maybe your "ideal" customers spend a lot of time on Facebook and reading email. Then this is where you need to start.

Once you understand where they are then you need to ask yourself two questions:

1. What pain do they have that I can help solve?
2. How can I make my offer compelling so they want more from me?

Start by asking your current customers how you can better help them.

## **Outsourcing**

I'm working with a client who is outsourcing her research. We talked about who her ideal people are and how she could help them. We then thought about what she needed to know about the person she was trying to build a connection with.

She went to Odesk.com and found someone to filter through influencers. She created an excel sheet that the person could follow

I put the criteria she created for the job post and excel sheet she created to show the researcher exactly what she wanted.

You can also dig deeper with your current customers.

## **Tools**

You can start by creating a survey and dig into who your customers currently are, where they hang out and how you can connect with them.

- [Survey Monkey](#)
- [Google Survey](#)

The best way to learn more about your customers is to ask them.

**Here is my customer survey so I can learn more about you:**

(You can see how I do it and how you can change it to fit your needs.)

[Domino Connection Survey](#) (5 minute survey)

I hope you found the first chapter valuable. The next 5 chapters build on this and you can access if for free when you sign up for [email updates](#).

If you have any questions or would like a [landing page review](#) to improve your conversion rate just let me know. You can email me at [karl@dominoconnection.com](mailto:karl@dominoconnection.com) or call me at 512-669-5476.