

BUSINESS STRATEGY

**3 STEP PROCESS
TO A SUCCESSFUL BUSINESS**

VIVIENE BIGORNIA



Hi everyone! So glad you were able to download this eBook! I am sure you are excited and keen on finding out how to grow your business leaps and bounds. Today, we are going to find out the 3-step process to a successful business whether you sell online or offline, you got products or services, these 3 steps I will share with you is going to be a game changer.

But before we get started, I want to introduce myself first. Some of you might have heard from me already, probably seen me somewhere or have searched me on Google. I don't know. But for those whom I am meeting for the first time, big hi! My name is **Viviene**. I am a wife and a mother of 2. I hustle my way through the business during my kids' nap time. If you are a mom of toddlers (and infant), you know it's difficult to actually "work" when they are awake! I actually just gave birth 3 weeks ago as of the writing. So yes, I got a baby right here on my left arm (breastfeeding) while I type this with my right. #mompreneurlife

Personal Mission

My personal mission is to help women identify and pursue their passion. We are created with specific skill sets that we are to maximize and not put to waste! I also help women achieve their goals especially in business which is the reason why I am creating this eBook. I'd like to help other female

entrepreneurs to create success and significance in their business.

The Fulfilled Women Community

We also have a community of amazing goal-getter women who meet in a little space on Facebook. It's called The Fulfilled Women Community. It's a group of women who support and encourage each other reach their goals. Please feel free to join us!

The (Very Simple) 3-Step Process to a Successful Business

1. Get proper exposure.
2. Turn visitors to buyers.
3. Convert buyers to avid fans.

That sounds a little simple. Everyone can do it but not everyone is actually doing them step by step. If you are like most people, they usually just focus on #2 which is understandable because that is where the money is. Well, wrong! The money is in #3. But you won't get to #3 if you don't do #1 properly. So really it's a step by step thing.

Get Proper Exposure

Let's dwell on #1. Get proper exposure. Obviously, the more people you exposed to your business, the more chances of converting those visitors to customers. However, we have to have a targeted effort in reaching our customers. And not just talking to anyone. What do I mean by that? You don't throw your effort marketing in every direction. You've got to focus on who your target market is. When I get asked, "Viviene, where do I find my clients?" Well I ask them back, who are your clients in the first place? You've got to define who they are first. Try to answer these questions about your target market.

1. Are they male or female?
2. What is her age bracket?
3. Where does she work?
4. What is her greatest pain that you want solved?
5. What are her buying practices?

6. What will be her objections in the buying process?

You can even go as far as what is her favorite color? Or things like that.

But wait, am I not missing some money if I don't widen my horizon? The simple answer to that is NO. You are not! When you talk to everyone, you are actually reaching no one. Imagine expensive brands like Coach or Louis Vuitton advertising with tarpaulins in a low middle class subdivision. Do you seriously think that would work? People living there might take a year's wage to buy an original LV bag. What I'm saying is, before you find where your clients are, define who they are first. The more specific, the better.

Now that you have defined your customer avatar, it's time to find where she hangs out. How does she consume information? Who are the people she admires? What are some of her favorite brands?

Books/Authors _____

Magazine _____

Blogs/website _____

Seminars/Workshop _____

Gurus _____

Social Media _____

Brands _____

Now that you know who they are and where they are, it's time to attack!

Your answers in the 2nd part, where they are, is the key in this first step. Our aim for your business is to get as much exposure as possible. If you get exposed to a thousand people and 1% of them buys, and half of them stays as avid fans, then to double the number of avid fans, you've got to double or triple your exposure. Get exposed to 2000 more people or 3000 more people. But remember, it has to be targeted to your ideal

customer and not just anybody. So that your conversion rate will be higher.

Do you think you can send your product to influencers like authors or bloggers and ask for feedback? Can you find seminars and workshops where your customers are and network in those events? If most of your customers are on Pinterest then put more effort in increasing traffic on your Pinterest account. Are there bloggers who would be willing to review your product?

That was quite a handful, wasn't it? I hope this chapter has helped you identify and find where your customers are. Follow them and make sure they remember your product!

Turn Visitors into Customers

I want you to imagine this scenario, you walk into a store. You look around and after being there for more than 10 minutes, not anyone from the staff notices you, let alone answer any of your questions. There they are frowning because you disturbed them from their peace. And they actually made you feel they are unhappy you are there! You look at the products. They do look nice, but there is no price tag on it. You look some more but you realize the packaging is tacky. It may claim its durability but it really doesn't look as good.

Now, I want you to go to another store and as you enter, the receptionist smiles at you. She says good morning, genuinely compliments your bag and just made you feel comfortable. You look around and everything is just so nice you can spend half your salary on this store that very day. And spend the other half the following day. You look at the products and you just can't put them down. Just

way too pretty. Finally, you made your purchase and the cashier gave you the store's signature smile and hands you a discount voucher for your next visit. Before you left, the other staff smiled at you again and asked if there is anything else you needed before you leave.

Tell me. Which store are you gonna go back to? The first or the second? This is a complete no brainer.

No matter how many people your business gets exposed to, if you don't give quality service, they will not buy! If there were a hundred customers coming into that first store, I am pretty sure the 1% who will buy from them are desperate for their items. They are either in a hurry or they just don't have the choice. And I am also sure that more people coming in to the second store will buy and become regular customers.

What is the main difference? *Experience.*

You want your customers to have quality experience. Don't just give them quality products. Give them quality experience. Because ladies what they say is true after all, first impressions last.

Think about your own business, how are you going to give quality service to visitors in your website or physical store? What extra tweaks can you do to wow your customers? How are you going to make them come back?

Action Step: Write down 5 ways to wow your customers.

Here are some ideas:

1. Give them a freebie in exchange of their email address. (Works well online but will also work for physical stores) This way, you can keep in touch with your customers. Send them valuable information or promotional materials.

2. Give a discount voucher that they can use for their next visit.
3. If they didn't buy anything, give them a voucher exclusive for first time customers.
4. Create product demos. This will entice them to try it out. If not, give them a free trial.
5. Provide excellent images on your website. This should be a given but many online sellers don't make an effort to create beauty in their photographs. If your products are online, please.... make sure your products are well presented.

Now it's time to turn your customers into avid fans!

Convert Buyers To Avid Fans

Give yourself a pat in the back. We are on the last leg of this training and hopefully you've been able to execute the tricks and tips I shared with you in the first and second chapter.

Now that you have the right exposure and have some customers coming your way, it's time to nurture and make those customers keep coming back for more. In short, turn them into avid fans.

Loyalty is a big deal in business. Employers would rather keep their employees than train a new one again and again. This is the same way with customers. Business owners get more profit from existing customers than spending massively on new customers again and again. Please note that for the businesses to survive, they do need new customers BUT they get more profit thru recurring customers. Here's the reason why. When customers become avid fans, it's much easier to

sell them new products than to sell to someone who barely knew your company. It will take more persuasion for a new customer than someone who already knows and adores your product.

When I think of customer loyalty, I think of my husband. When he finds a brand he likes, it's almost natural for him to buy that again and again. And whatever that brand releases, he buys. When he first bought a shirt from Uniqlo, he loved it! Without exaggeration, more than half of his shirts are from Uniqlo. His boxers are from Uniqlo. His outdoor pants are from Uniqlo. It makes it easy for me too to buy him a gift. I just bring him to Uniqlo and tell him to get whatever he wants! Talk about brand loyalty! And because he was very loyal to that brand, he was able to convert me and buy from them too. See what brand loyalty can do?

How about you? What products are you loyal to? Why? Observe how this business serves you. How do they wow you?

Now think about your business. What are ways you can keep your customers coming back for more? Like what we discussed, create an amazing experience for your customers. Go over and beyond. Make them feel like superstars. Make them feel loved and cared for.

Conclusion

I hope these 3 simple yet effective steps were able to help you get to know more about how to succeed in your business. It's really all about getting to know your customer more and giving them great service.

Remember that nothing will ever happen if you don't take action. These are just a few pages and reading this won't even take an hour of your time. What's important is to take action. Make sure you answer all the questions in each chapter and apply them in your business. No matter how many books you read, if you don't take action, you will still be where you are and will stay the same. So go, take action! It is my hope that God will bless you more as you bless more lives through your business.

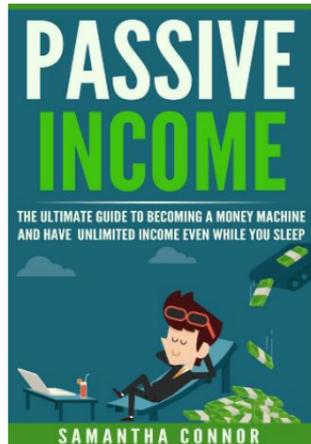
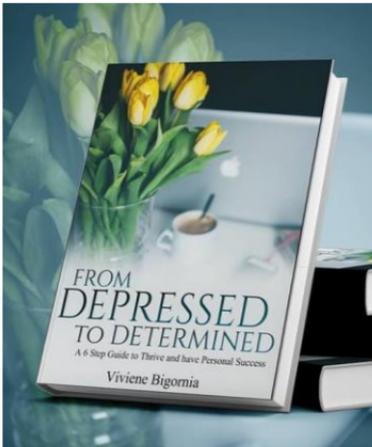
With much love,
Viviene

Thank You!

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Coupon Code: **thirtyoff**

This entitles you to a 30% off on these titles:



Mentorship

The truth is, everything you need to know is out there. Google anything you need and you will find it in a snap of your finger. With all the success videos and conferences available, how come you still seem to look confused about how to live your life? Because you need someone to guide you.

You need a mentor.

You need someone to look at your life from the outside and tell you exactly what you can do to live your life better and more meaningfully.

THAT'S WHERE I COME IN.

During our time together, I will help you:

- Have more clarity about your calling
- Create steps to get to your dream life
- Develop a Success Mindset
- Stay motivated in achieving your goals

If you would like to know more about this and how it works, you can email me at viviene@thefulfilledwomen.com or you can visit this [page](#). I offer one on one coaching or group coaching. Whatever works best for you.

Alternatively, you can visit [this page](#) for some FREE trainings and interviews about personal development, business, etc.

And...

Don't forget to join us at [The Fulfilled Women Community](#).

See you there!