Finding your SUPER FANS

Have you ever wondered what it is about your products or services that make people absolutely LOVE them?

Have you asked yourself what turns a customer into a *SUPERFAN?*

Knowing and understanding this can be a game-changer.

There can be many reasons why people buy from you that seem a little generic – even boring.

The secret is to find the **"STICKY"** stuff that keeps them coming back.

Here is a simple exercise to try to find that magic.

When asking these questions, look for the unexpected - things that may surprise you. Then, use them in your messaging.

SUPER FANS Exercise

Choose 3-4 of your most loyal customers

The ones who rave about you.

Have a one-on-one chat with each of them.

Ask them questions to find the gold.

Look for the answers that surprise you

Use them in your marketing messaging.

QUESTIONS

What exactly do you love about our product/service?

How has it made your life better?

Why do you choose us over anyone else?

What makes you "*really*" love what we do?
(Don't forget to stress "really" - it encourages deeper insights!)

What would you miss if you had to switch to a competitor?