



What is a Dream List? – Part One

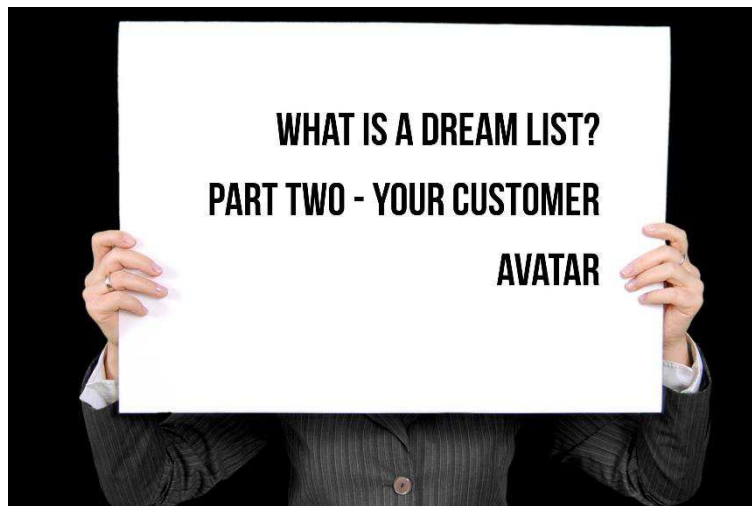
What exactly is a dream list? Well, a dream list is a marketing strategy that can be used by organisations that only need a set of high value clients to be successful. If you can identify the ideal customer for your organisation, one that hasn't caused you any headaches, is ideal to work with and pays you on time, then you want to search for others like them.

That is where the dream list comes in. If you can create a list of like-minded potential customers, then you can target those customers, build a relationship with them and turn them into the ideal customer.

Is the dream list strategy for you? The dream list strategy is not for every organisation. If your organisation relies on selling your product to hundreds of businesses or individuals every year, then the dream list strategy is not the best way for you to reach your goals. If your organisation would be rapidly revolutionised by getting twenty or thirty new customers, then this is the strategy for you.

How do you work out who's on your dream list? When it comes to deciding which customers, you want on your dream list, it's a good idea to think about your existing customers. Look at your existing customer base, and who you like working with. They will be the customers that buy from you regularly, are loyal and genuinely interested in your product or service. They are exactly the kind of customer you want to find!

Working out the customers you want on your dream list is the crucial first step and it's important that you get it right.



Part Two – Your Customer Avatar

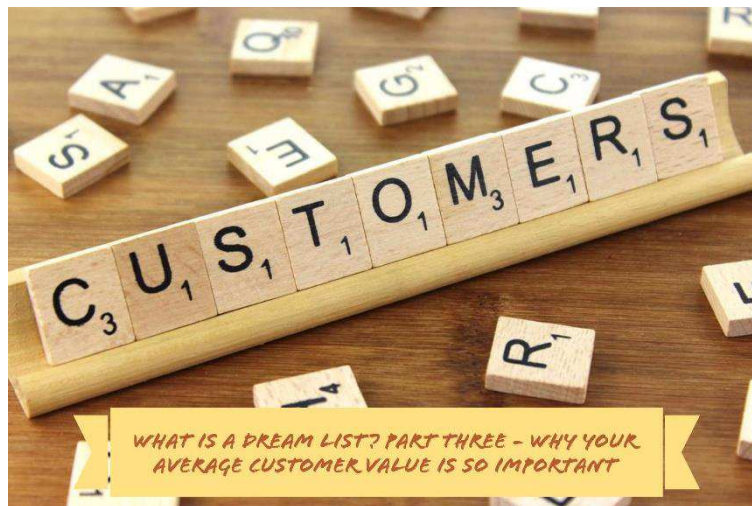
Now, if you're thinking, "what on earth is an avatar?" then don't panic! It is very simple: your customer avatar represents your ideal customer. The kind of individual or business that you want to work with. Think about those ideal customers that you're already working with, that you like working with and that you want to continue working with. Now, ask yourself some questions about the businesses and organisations you are working with already:

- Where are they based?
- How many employees do they have?
- What is their annual turnover?
- Are they a B2B or B2C organisation?
- How much do they spend on your service?
- What is their company structure like?
- How long have they been in business?
- What problems do you solve for them?

Once you have got the answers to these questions, you have your customer avatar. *Ta-dah!* You can then start to make a list of potential customers who have those characteristics and that you'd like to work with. That's your dream list.

So, now you have your dream list of prospects that you want to work with, it's time to work out how to turn them into clients. Time and effort are needed to get these prospects to work with you, but before you go full steam ahead, your first step needs to be working out your *average customer value*.

Basically, every business has an average customer value. Even if your customers are paying you different amounts, if you add up the entire amount that they are paying you and divide it by the number of customers you have, you have got your average customer value. As an example, if a business has three customers who are paying them a combined total of £3,000 a month, then their average customer value per month would be £1,000.



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So, why does this matter? It's only by going through this process, that you can work out what you can afford to spend on acquiring new customers. Given that this is what the *dream list* is all about, it's worth working this out.

The question is, how much are you willing to spend on acquiring a new customer? The main reason why working out your average customer value is so important, is that it makes a huge difference when it comes to the amount of money you can spend on marketing to your prospects.

For example, let's say that each of your customers is worth £1,000 a month. So, if you get a new customer, they are going to be worth that to you every single month. How much would you be prepared to spend on turning a prospect into a customer?

If you work out that on average, you convert one out of every ten prospects that you can market to into a paying customer, and that one customer is going to be worth £1,000 to you each month, then even if you spend £99 on each of those ten prospects, you wouldn't be out of pocket if even one came on board. *Result!*

The reality is if your organisation is the kind where you can retain customers for a decent amount of time, then spending £99 per prospect isn't a very big investment, if you know that you'll convert one out of every ten into customers.

In effect, by spending £990 on marketing, you'll have brought in £12,000 of new income per year. When you think about it like that, it may be your company would benefit massively from a small number of customers. It is worth spending the time, energy and money acquiring that customer.



Part Four – The Next Step

Hopefully, you have worked out your **average customer value** and that has also helped you work out how much money you can afford to spend on your marketing efforts.

When it comes to acquiring new customers, from your dream list, it is best to go above and beyond what you would usually do to turn prospects into clients. An email campaign is probably going to be cheap, but for a high value client, it just isn't going to cut the mustard!

So, time to get your creative thinking cap on. Here are some ideas to get you started with the next step:

➤ ***Write a hand-written letter.***

When was the last time you received a hand-written letter? Exactly! It's a great idea for that exact reason. Be sure to handwrite the address on the envelope too and maybe include something *lumpy*; it could be a branded pen, sweets or a USB stick, to make whoever opens it curious...that's the point. You could follow up this one with more hand-written letters and then pick up the phone to have a conversation.

Plan the letters you will send before sending the first one, with a clear, documented plan of what you want to achieve from this.

➤ ***Send a thoughtful package:***

Now that you have researched your dream list, you should know enough about them to think about what they may appreciate receiving in the post. Again, *lumpy* mail has more chance of being seen by the right person.

For example, a prospect that likes golf; send them a nice little golf package – golf balls, golf tees and golf gloves. If you're a good golfer, invite them out for a game and a spot of lunch too, who could turn that down?

Another example, a prospect that has an office dog; send them a gift basket for their beloved pet! Dog treats, bones, toys and a nice new lead; not only is it thoughtful, it's genius! Follow this up with a phone call and have a conversation.

Again, create a documented plan of what you want to achieve from this.

➤ ***Look at what your own organisation does; could you offer something of value?***

Do you provide training, health & safety days or memberships? The list is endless! The prospects on your dream list own their own organisations, so extending the offer of some complimentary training for their staff, for example, would certainly get their attention. Don't use the word free; *always use complimentary*.

Again, create a documented plan of what you want to achieve from this.

Now, it's over to you...good luck!

Please feel free to call our helpful and knowledgeable team on 01843 572600 if you would like any advice about your marketing. You can also email us at marketing@365itsupport.co.uk – we are always happy to help and provide advice for your IT requirements, including your marketing.