

14 RUNWAY IDEAS TO BOOST YOUR RESULTS

Introduction

Think of your Runway as the lead in to your campaign.

It paves the way so that by the time you're actually making the offer, people are REALLY ready to buy...

...They know you, they trust you, you've got their attention...

... They know what you do, who you help, that you've helped others like them, and how you can help them...

It makes the sale so much easier and helps it to feel like the natural next step for your customer.

With the RUNWAY mindset, you realise there's a "campaign before the campaign." That is, there's a whole bunch of things you can be doing to pave the way for your offer even before you start actually talking about your offer.

So, even though you might be opening your offer up in the middle of April and you plan to promote that from mid March with emails, webinars and facebook ads, you can actually start your RUNWAY for that campaign way earlier – in January or February.

Sharing great content, building an audience, teaching people why they need to solve the problem you help them solve and having them see YOU as the expert in this space.

Think of it like a plane taking off... it needs RUNWAY to get up the speed and momentum for lift off. Same with your marketing.



So, how do we do that?

Use this Runway Cheat Sheet featuring 14 ideas you can add to YOUR Runway to boost your results!

1. Surveys

2. Case Studies

- a. Videos
- b. Social Posts
- c. Emails

3. Behind the Scenes Videos

- a. Photos
- b. Stories
- c. Funny things
- d. Weird or “Oh wow” things

4. Questions

- a. This or that?
- b. Which design?
- c. What’s one thing...?
- d. Who can guess what this is?
- e. Does anyone know...?
- f. What does XXXX mean to you?

5. Objection / Myth Busting

6. Teaser

- a. Videos
- b. Social Posts
- c. Emails

7. Live / Spontaneous Q&A Sessions

8. Human connection

- a. Your story
- b. Your values
- c. The values of your community
- d. Ideas that are important

9. Rants

10. Stats and Reports

11. Your review of Stats and Reports

12. Team takeovers

13. Competitions

14. Declarations

- a. Dates
- b. Goals



Suzi Dafnis & Michelle Falzon

ContentSells

Add more of your ideas here:



Suzi Dafnis & Michelle Falzon

ContentSells

Want More **FREE** Downloads and
Great Information to Help You
Attract, Convert and Keep
Your Ideal Clients?

SUBSCRIBE TO THE
PODCAST

 iTunes

 STITCHER™

 Spotify®

 GET IT ON
Google Play

