Driving More Profits -
Leveraging Your Customers' "First 100 Days"
Tips From Joey Coleman at DesignSymphony

Can your customers tell your firm from your competition? REALLY? How?

**Think about
The original iPod launch ad**

Does your whiz bang product have
• **"5GB of storage,"** or does it offer
• *"1,000 songs in your pocket?"*

Become so remarkable that your raving fans take your ideas viral - FOR YOU!

The keys
- What pain is your customer thinking about?
- What pleasure is he seeking?
- What is it like to work with you?

How can you figure out your customer's pain?
1. Walk a mile in THEIR shoes - become a customer, and see it from their perspective
2. Talk directly to customers - Call one of your customers up and say "You bought our product a month ago:
   - Are you still using it?
   - Do you like it?
   - Did it solve your problem?
   - Was there a small, but significant thing we could have done to make it better for you?

The First 100 Days
What if you took the time to invest in making your customer's first 100 days using your product simply amazing? What impact would it have on retention? On remarkability?