Twitter Thread by DONVESH ■



DONVESH ■
@DONVESH

How you can increase your revenue by 5000% with a simple content touchpoint strategy.

With a free template

A thread:

Let's start with a basic question:

"What does my prospect already know?"

This question will help you develop your complete funnel in such a way that you can close 50x more deals

Now, let me set this straight right now

You have 3% of your target audience at a stage where they can/will buy from you right now.

The rest 97%?

They are either clueless or they don't care.

Now it's your job, to take them from their current clueless position to a position where they are dying to pay your invoice.

How do you do this?

First, you need to figure out what their current awareness level is

There are 5 basic levels:

1. Unaware:

Those who don't know if they have a problem so they don't need to buy anything.

2. Pain Aware

They know they have some problems, but don't know if there are any solutions to that problem.

3. Solution Aware

They know about their problem and they also know that solutions exist in the world.

4. Product Aware

They know about your solution but they are not yet convinced to buy it from you.

5. Most Aware (The 3%)

Those who know you and trust you

Now, that you know what these levels are, you can use these to do 3 highly profitable things with your audience:

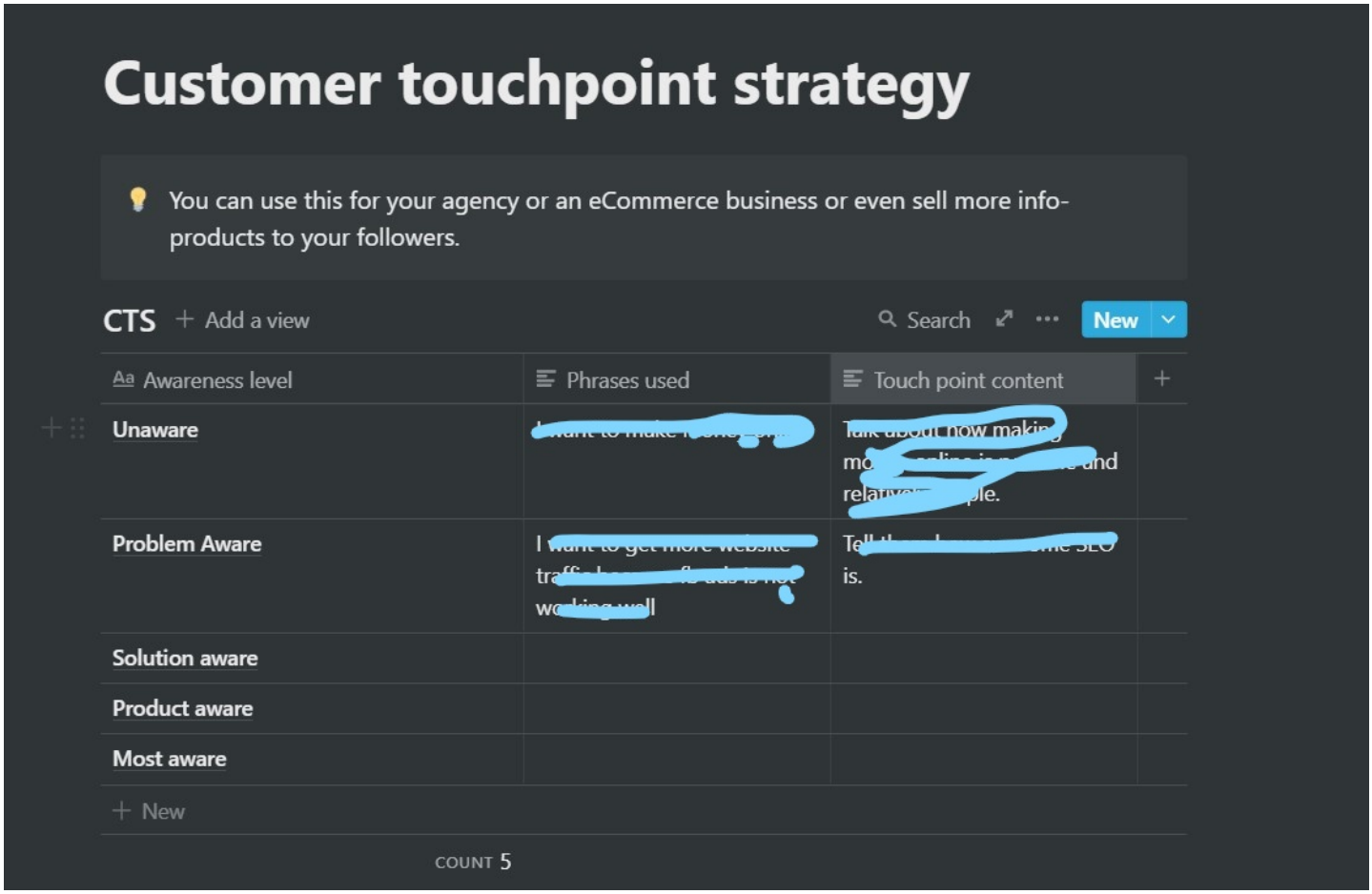
■ Build a relationship way before they buy anything from you

■ Get an expert & mentor positioning in your niche

■ Easily position your solution as the go-to resource for everyone in the market.

Now, let's get actionable Make a table and for each awareness level,

Write down what common phrases those people use.



And for each phrase, write down a relevant content piece.

This is the content touchpoint strategy.

You will create content whether in form of cold emails or sales decks for your sales calls

Or even promotional emails and Linkedin messages

While keeping in mind this strategy.

This way, for unaware people

You can tell them that they have a problem and

For product aware,

You only need to give some bonuses/discounts/guarantees to make them buy from you.

Now, let's get even more actionable

If you have an agency and you are selling cold outreach

You need to create some content, maybe video trainings or blog posts to educate people in the lower awareness levels.

And like @NickAbraham12 says

Creating a content library with actually giving value and showing testimonials to position yourself as an authority.

If you know your prospects well

All your email drip campaigns can be highly targeted and personalised to educate that specific prospect.

So you won't repeat yourself and come across as someone who doesn't know their audience.

If you sell products online, you can add tags to your email marketing software for different types of people and send different promotional/value emails to different kinds of people.

Levels of awareness doesn't only determine the content, it can also determine the content delivery medium

Level 1 prefer videos more while level 5 usually find articles and blog posts better.

Explains why most youtube videos are basic beginner level only.

If you have an agency, make some training videos educating your prospects and taking them from level 1 to 5.

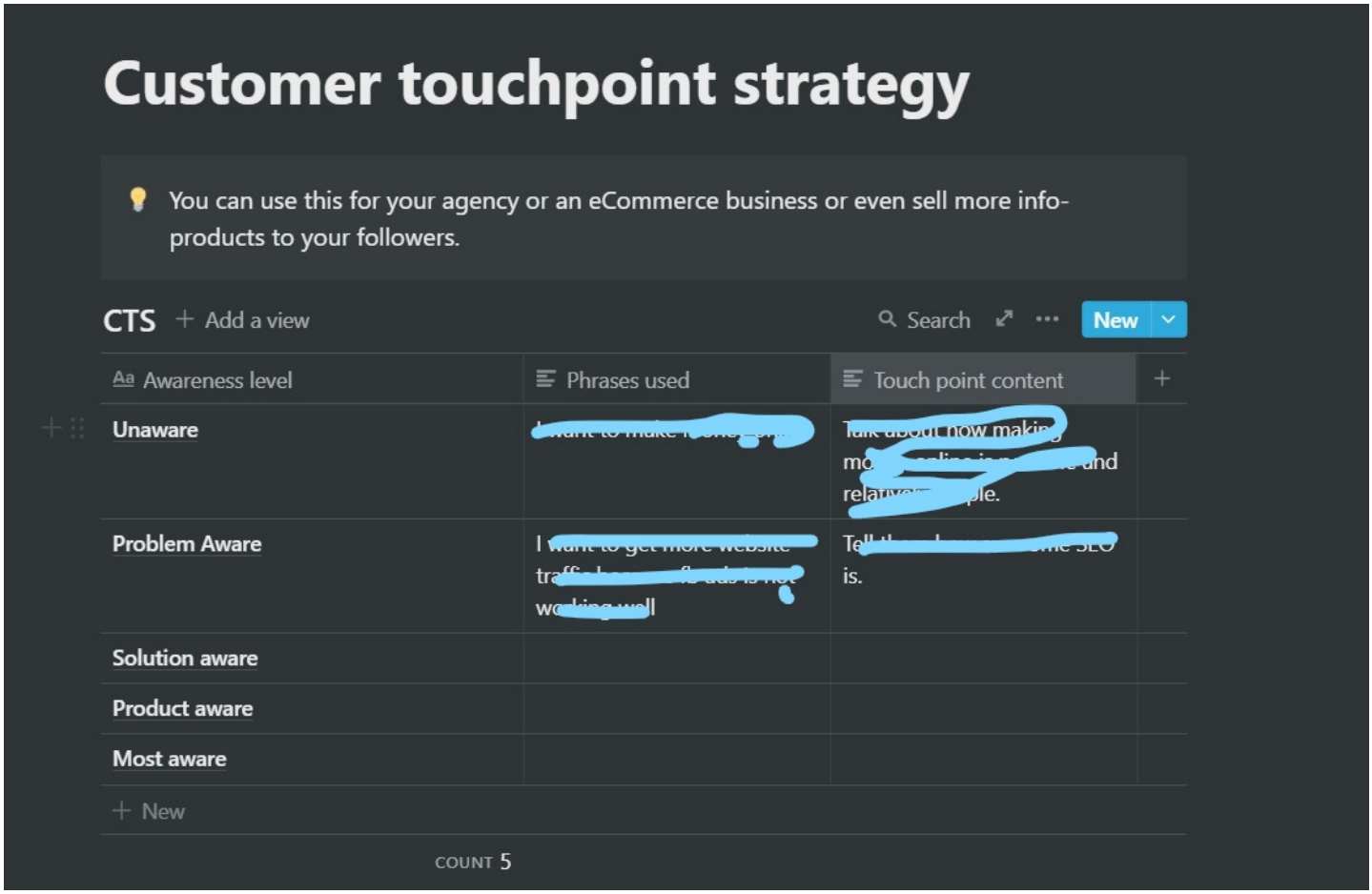
Level 1 training could tell people about the problem they have (say getting more clients) and you could take them all the way through telling about your solution, showing testimonials and then closing the deal.

This will increase your lead list by a huge margin and you can get many more clients.

Imagine what would happen if you apply this strategy well.

You could go from 3% to including the rest 97% with complete ease.

If you want this content touchpoint strategy template, retweet the original tweet and dm me "CTS".



This is just one of the 70+ lessons in the roadmap

So if you want to start and scale your online agency, get the roadmap here■
https://t.co/M5KgJFxEpP

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https://t.co/ynqkb1eoBH

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> — DONVESH \U0001f5fa (@DONVESH) May 27, 2021