

COMMON | DOUBLE YOUR IMPACT, DOUBLE YOUR GROWTH.

COMMON

06

SOCIAL ENTREPRENEURSHIP ESSENTIALS

To **Double** Your Impact, **Double** Your Growth
And Beat Capitalism At Its Own Game.

HEY ENTREPRENEUR,

Are you looking for ways to increase the impact you make in the world and accelerate the growth of your business while staying true to your values?

Are you looking for alternatives to the traditional capitalist model for securing resources and building partnerships?

If either or both of these scenarios speaks to you, then you've got to read the info we're about to share.

Why? We want you to know what we've found to be some of the most overlooked aspects of being a social entrepreneur.

While we have decades of experience and have produced significant results in marketing, advertising and accelerating businesses, we know that what worked yesterday is not guaranteed to work today, so we're constantly pushing ourselves to learn.

Note: Portions of what you will be reading are excerpted from the authors of our original sources. We chose this approach because some of these concepts are fairly new to us, and we want to make sure that we convey them effectively. Transparency is important to us, and we want to ensure that the people who worked hard to develop these ideas are honored for their own original work. But as a learning step, as a first step (something that we encourage everybody to take), we've adapted what we've found relevant to social entrepreneurship and beating capitalism at its own game.

WHEN YOU USE THE INFORMATION WE'VE PULLED TOGETHER, YOUR PATH TO IMPACT AND GROWTH WILL BE CLEARER THAN EVER.

These approaches are inspired by the work of top marketing and communication experts responsible for generating millions of dollars' worth of sales and building successful companies that have withstood the test of time. We have adapted them for socially responsible businesses, based on the experience we've gained through working with hundreds of entrepreneurs and their companies as a consultancy and from the knowledge and firepower drawn from our network of thousands of creatives around the world.

We know firsthand that by using these strategies successfully, you can thrive in your market while generating goodwill and increasing the buzz around your work. In other words, you can double your social and environmental impact, and double your business as a result.

IN THIS REPORT YOU'LL LEARN:

- 01** The biggest error that social businesses make when it comes to marketing.
- 02** How to avoid preaching to the “already converted”—and reach a larger audience instead.
- 03** Top methods to truly understand what’s going on in the minds of your customers—and how to use that knowledge to increase your leads.
- 04** The best ways to find the part of the market that is currently being ignored and transform those people into loyal customers who continually drive sales in your business.

05 An approach to marketing based on a concept so effective that leveraging it can easily double your sales—one that most of the businesses in the social impact or enterprise field have ignored or rejected out of arrogance.

06 How to “Give Before You Ask” to dramatically increase your customer base and revenue.

These strategies work, which is why we’ve embraced them at **COMMON**. We are committed to making them work for members of our community and socially responsible entrepreneurs and businesses everywhere. So now, we’re here to teach you how to make them work for you.

If you’re ready to discover some of the most potent tactics in business—approaches that will help you accelerate the growth of your business and increase your impact in the world—**then keep reading.**

01

IT'S NOT ABOUT YOU.

If there is one thing we've learned about social businesses, it's that us entrepreneurs love to talk about how great we are for people and the planet. We believe in our ideas to help so much that we can't see how we often come across as utterly self-obsessed.

The vast majority of our marketing screams "Look at me!" or "We are all about doing good!" or "You Should Buy! Buy! Buy!" And while it makes sense in theory to show your customers how great you are to convince them to reach into their pockets, it doesn't actually work in practice.

Say your business produces and sells ethical body care products—soaps, shampoos, body washes, etc. You pay a living wage, have a transparent supply chain and use a portion of your profits to fund sustainable development projects, and you shout the gospel of your social impact for all to hear. Well that's great, but it doesn't convince consumers your body wash will get them cleaner or be better for their skin than any old run-of-the-mill brand at the drugstore (which likely has the added advantage of being easier on their wallets). Instead, you need consumers to opt-in on the quality of your product or service. You need to provide the best fit for their needs, rather than insisting they adapt their needs to support your social mission. If you can do that, then your social impact will be the cherry on top that keeps them coming back, even if your offering costs a dollar or two more.

YOU NEED TO BE ABLE TO BEAT CAPITALISM AT ITS OWN GAME.

HERE'S THE TRUTH OF THE MATTER:

In a [2017 survey of 25,000 consumers](#), Growth from Knowledge (GfK), a global research firm, found 56% of respondents claimed a willingness to pay more to use “green” products. That’s up from 2010, but only by 3 percentage points. Similarly, almost half (49%) indicated that they “somewhat” or “mostly” agree that they’re willing to give up convenience in return for an environmentally-safe product—another 3% gain. And while an equal 49% agree (somewhat or mostly) that a company’s environmental record is important to them in their purchasing decisions, that’s a mere 1% increase from 2010. Hardly thrilling progress, but at least the increases demonstrated steady growth, right?

However, the [Good.Must.Grow Consumer Spending Index](#) shows that the levels of importance placed on purchasing from socially responsible companies, actions taken to support such products and services and future intent to spend with responsible organizations are all declining in America. In 2018, the index hit its all-time low with a score of 45 on a 100-point scale.

So, even the humble progress indicated by the GfK survey results is overly optimistic. The increase in supposed willingness to back socially responsible products and brands is not matched by a growth in consumer behavior and confidence. In other words, while people hypothetically continue to ally themselves with good businesses, their confidence in those businesses is actually dropping due to the drag caused by price, politics and violence.

In all, despite our own enthusiasm and attempts to spread it, we are just not seeing masses of people shifting their behavior and going all-in on socially responsible products and services at a pace that reflects a shared sense of urgency to solve big problems like climate change, economic disparity, social injustice, etc.

THE BOTTOM LINE—YOU'RE NOT GOING TO GET MORE CUSTOMERS TO BUY FROM YOU BY

1) talking up your business or 2) telling them they should buy your offerings because it's morally and ethically the right thing to do. After all, if that approach was effective, we would have already fixed capitalism.

This key to getting people to embrace your brand and buy from you? You must show them how you can help them. And how do you do that? By actually helping them (not unlike what we're doing now).

Helping people might seem obvious to us social entrepreneurs—it's literally why most of us started our businesses—but the truth is that few people do it well. So by taking this approach and actually helping your customers, instead of shoving buying messages down their throats, you can differentiate yourself, establish yourself as a business dedicated to providing real value and—you guessed it— increase your impact and grow your sales.

02

STOP PREACHING TO THE CONVERTED —REACH A LARGER AUDIENCE.

At some point, social entrepreneurs drew a line in the sand that places us (the righteous) on one side and everyone else (the morally challenged) on the other. We did that by pointing to our social missions and saying, “If this isn’t what you stand for, and if you are not willing to pony up your hard-earned money to prove it, you are part of the problem.” We might not use those exact words, but the underlying message certainly comes across.

That’s not only arrogant and judgmental, it’s done nothing but slow progress and alienate us from a broader customer base. It positions us to miss the larger opportunities to grow our businesses and make the difference we want; in other words, it’s downright ineffective.

To drive home the point of just how small the consumer pool currently targeted by the social enterprise movement is, all you have to do is look at the breakdown of customer readiness in the overall business ecosystem, and it becomes abundantly clear why our limited focus has left so many social businesses struggling to make the impact they want.

ACCORDING TO JEREMY MILLER, AUTHOR OF THE BEST SELLING BOOK *STICKY BRANDING*, AND OTHER TRUSTWORTHY MARKETING EXPERTS:

➤ **Only 3% of consumers are interested in purchasing right now.**

These are the people and companies that have a need and are actively shopping. They want to make a purchase in the next thirty to ninety days. For your purposes, these are your sales leads.

➤ **7% intend to take action to solve a problem or fulfill a need but are not proactively searching for solutions.**

A well-timed cold call or marketing campaign can be very effective on this segment of the market because they are already receptive to new ideas.

➤ **30% have a need, but not enough to act.**

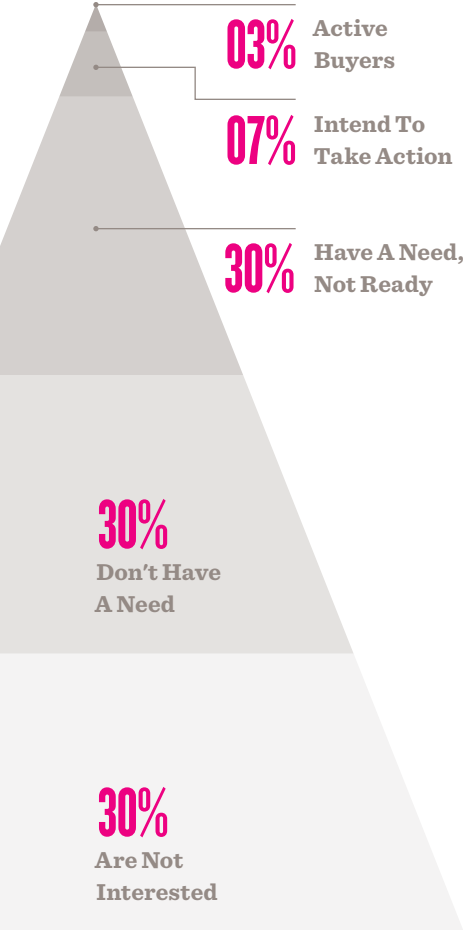
They may look and act like prospects, but they won't make a commitment. They have other priorities, so until the need becomes more pressing, they won't make a purchase.

➤ **30% do not have a need.**

This segment of the market does not have a need for your products and services, and are not receptive to any marketing messages. They may have just made a purchase, or they may not be ready for your services.

➤ **30% are not interested in your company.**

Unfortunately, there is a segment of the market that just does not fit your brand. Basically, these consumers are never going to choose you. They may be loyal to the competition. They may have had a bad experience with your firm. They may use alternative options. Don't sweat it. Just recognize that this dynamic occurs, and your brand can't be all things to all people.



THINK ABOUT IT.

If only 3% of all customers at any given time are interested in making a purchase right now, it's fair to assume that only a tiny portion of that 3% are actively looking for socially responsible products and offerings.

Understanding the breakdown of the market in this way has major implications for social businesses. We're forced to realize that **1)** we are not marketing to 67% of potential customers and **2)** social businesses are competing with each other for the same people (the already converted) and are missing the larger opportunity to create relationships with new buyers.

Want to grow your impact and your business? Cast a wider net to reach a larger audience.

FULL STOP.



THE AVALANCHE, A TWO-STEP STRATEGY.

If you are serious about beating capitalism at its own game, you need to get serious about generating a lot more traffic. Too many social entrepreneurs rely on one source of traffic (we have been guilty of doing that at **COMMON**) and that not only limits your reach, but it also leaves you exposed. For example, if all of your leads come from Facebook Ads, you're leaving all the traffic you could be getting from SEO or affiliate marketing or Google AdWords on the table. Using multiple sources also protects you in the event of your Facebook Ads account getting hacked or shut down.

To generate more traffic and protect your momentum, experts like Neil Patel and Sabri Suby recommend a two-step approach that makes use of multiple sources to dial up the level of your traffic.

WE CALL IT THE AVALANCHE.

SABRI SUBY RECOMMENDS:

- The key to success with a variety of traffic sources is to start small and then work your way up. You do not want to risk spreading your focus and resources too thin. While your goal should be to utilize multiple channels, start with one. Get that channel to a point where you have an offer that's converting profitably (as in, you're making more than you spend) and then figure out your cost per lead (CPL) and cost per acquisition (CPA) for that particular channel.
- Then, take your profits and roll them into an additional channel.
- Repeat the process for different channels and compare your CPL and CPAs to figure out which traffic sources are the most profitable. Once you know which traffic sources convert best, you can choose the top three most profitable sources and allocate your resources between them. That way, if traffic from source A runs into issues, you'll still have traffic sources B and C to drive leads while you focus on getting traffic source A back up and running.
- Once you complete step one and are driving a larger audience into your funnel through multiple traffic sources, it's time to move to step two: appealing to a larger percentage of the market than your competitors do.

03

DEEPEN CONNECTIONS WITH YOUR PROSPECTS.

The bottom line is no one buys what you're selling unless they need it and they need it now, regardless of how impressive your social mission is.

When your offerings are driven by the desire to solve large social or environmental problems, it's easy to miss, or under-value, the need to connect the personal needs of customers with your offerings.

So if you're looking to thrust your business forward in a significant way, you can't just offer the vague promise of social benefit via a product or service people might need down the line...maybe...one day.

Accelerating the growth of your business comes down to deepening your connection with your prospects a lot more, and a lot more quickly.

It's not enough to have a list of customer attributes and characteristics drawn from an empathy map of your ideal demographic. If you want to beat capitalism at its own game, you have to go a step farther in deepening your connection to your customers. You need to uncover the walls they run into constantly, the burning questions they need answers to and the problems that keep them up at night. To be precise, you need to understand the exact words and phrases they use as they are looking for solutions to their biggest obstacles.

When you offer a solution to their most troubling problem—using their own words—your momentum will naturally grow.

So taking the time to really delve into who your customers are, and to understand what is holding them back, is one of the best investments you can make in your business. Knowing those problems and mapping them against searches your customers perform online is key to accelerating your impact and growth.

Once you truly know the problem and the words people use to describe it in their heads, you can offer them solutions that solve that problem at its core. This has always been the case, but technology has given us the tools to offer these solutions on an unprecedented scale.

Yet most people still don't realize that they already have all the tools they need right at their fingertips. The brutal truth of it is if you're not speaking the same language as your potential customers, even if you have the ability to meet all of their needs, they're never going to see you in their searches. And this is exactly what we mean when we say that it's not about you.

HERE ARE A FEW RESOURCES YOU CAN USE TO GET TO KNOW YOUR PROSPECTS:

Sabri Suby recommends:

GOOGLE

> The first place you're going to take those search phrases is straight to Google.

When you type a search phrase into the Google search bar, Google gives you an aggregate view of related searches, which means you get to see the questions your prospects are asking during their research. You'll get a list of the exact words and phrases your customers are searching for related to your product, which will give you invaluable insight into their thought processes and help you to identify the real problems they're struggling with.

ANSWER THE PUBLIC

➤ This tool is one of the best-kept secrets in the sales and marketing industry, and it will give you invaluable insight into what your customers are thinking.

At Answer the Public, you type in your keyword or search phrase, and the tool generates a diagram of related searches. Depending on your search term, you can get hundreds of results that give you direct access to the kinds of questions they're asking and the hot-button issues they're struggling with.

Visit: [Answer The Public](#)

INDUSTRY FORUMS

➤ Industry forums are also a great way to get inside your customers' heads. Notice any themes in their questioning? Are your customers banging their heads against the wall on the same issue over and over? If so, it's safe to assume it's a hot-button issue with them—and one that can seriously ramp up your sales if you're able to address it.

FACEBOOK GROUPS

➤ If there are Facebook groups or pages that fit your niche, you'll also want to explore each group and see what kinds of conversations are happening there. People don't hold back on social media—they tend to speak more openly and talk at length about their problems and issues—which you can use to your advantage.

Thankfully, there's no need to comb through these Facebook groups one-by-one. You can use Facebook data mining tools that will mine through all the comments and questions and deliver the insight you need.

AMAZON REVIEWS

> Reading through Amazon reviews of similar products is a quick and easy way to get inside your customers' heads and figure out what they want, what they need and how you can deliver it.

Read through the five-star reviews to see what people love, but—more importantly—read through the one- and two-star reviews for what people think is missing. Because if you can provide that missing link and solve the problem your competitors aren't solving, all of that business is yours for the taking.

Neil Patel recommends:

QUORA

> Quora is a great place for research because it revolves around people holding in-depth conversations about a broad range of topics, from social media to startups to ethnic junk food. Type a keyword or phrase related to your product in the search box, and you'll be served a long list of conversations, at least some of which will reveal how your target market is thinking about things related to your business.

WEBSITES FROM SIMILAR BUSINESSES

> Studying web copy and blog content from other companies is another great way to identify what matters to your target market. Granted, there's no guarantee that your competition's messaging is based off of thorough research, but common threads found in the copy and blog content across websites from other companies in your field or industry will point you in the direction of things your audience cares about.

Chloé Mason Gray recommends:

ADDITIONAL FREE MARKET RESEARCH TOOLS

> There are several free market research tools that can help with your quest to get to know your customer. [***Consumer Barometer***](#) is a beautiful, interactive tool that gives you data on how consumers research items before purchasing, while [***U.S. Data and Statistics***](#) publishes government statistics such as demographic data for individual cities, states and countries.

You can also access census data on the [***Census Bureau's website***](#), and the Census Bureau's [***Quick Facts***](#) microsite gives you key demographic statistics pertaining to all fifty states.

Using these resources to figure out the questions people are asking related to your products or services will give you all the insight you need to begin uncovering the framework of their needs from their perspectives. With that knowledge in hand, you can hone your solution and grow your business.

04

GIVE BEFORE YOU SELL. (REALLY.)

Giving in substantive ways before you sell might seem like an obvious sales method, but few social businesses are truly doing it.

Helping your customers instead of ramming buying messages down their throat is a surefire way to differentiate yourself from the competition and establish yourself as a business dedicated to providing value. By doing that, you lay a crucial foundation for your company's growth.

Here again is an area where social entrepreneurs too often miss the mark, and lose one opportunity after another. For example, it's common for a service provider to offer one hour of their time at no cost to a potential customer. That is generous, but does it result in real, actionable value? Does it produce insights that illuminate new opportunities, and, more importantly, does it provide a way for the customer to experience what it is like to work with you in real time? If those potential customers aren't translating to sales, then something is missing from what you're giving. Without providing a clear picture of what your service really is and whether it can deliver what your potential customer needs, you can't expect your offer to land.

CPG brands like to extend discounts on first purchases as a gesture of goodwill, but would do better by thinking about ways to help potential customers without requiring a purchase. Saving on any purchase is always great from a consumer standpoint, but taking this approach also tells prospects that you (as the seller) are thinking first and foremost from a transaction mindset. On the other hand, customers will often happily pay more if they believe that you are truly committed to helping them, and not just focused on making a sale.

The technical term used by marketers to describe the “give before you sell” approach is value-based marketing. It’s a largely misunderstood concept, and that is why you need to understand and use it—getting it right opens up a massive opportunity.

The simple crux of value-based marketing is literally just giving before asking. It’s offering value to your potential customers without asking for a sale in return. Period. So instead of asking, “How can I sell this product?” it’s asking, “How can I add more value for my customers right now—before they even purchase anything from me?”

The best way to deliver value right out of the gate is via Tractor Beams, often referred to as lead magnets. Tractor Beams can take the form of free reports, ebooks, videos, worksheets, cheat sheets and on and on, but the goal of each format is the same: offer your customers substantive value without selling. Rather than asking them to buy, all you’re asking for in return is their name and email address.

By showing your audience you’re dedicated to helping them—whether they make a purchase or not—you’re encouraging them to trust you and your expertise enough to want to continue the conversation down the line.

Important: People are more likely to buy when they feel like they're learning instead of feeling like they're being sold to. So giving before you sell via a Tractor Beam that offers valuable insight on your customers' problems and potential solutions to them is the way to go.

The key to leveraging this strategy is to provide real value. Your Tractor Beam might be free, but whatever you give away has to be worthwhile; meaning it has to actually provide information your prospect cares about.

Here are four tips recommended by Sabri Suby for putting together a successful Tractor Beam:

- Start with an attention-grabbing headline. If you don't hook people from the get-go, the odds are low that you will retain their attention long enough for them to see the value in what you are offering.
- Overcome skepticism by being genuine. Let the prospect know what they stand to gain from the information you're providing, and why you are providing it to them without requiring a purchase. Since value-based marketing is largely misunderstood, a significant percentage of your prospects may have their guard up, and think any free offer is too good to be true.
- Make sure every point in your Tractor Beam serves a purpose by tying all of them back to the larger questions and problems you've identified among your target demographics. Subheaders can be a handy way to identify the points, and ensure anyone just skimming the Tractor Beam will still get pulled in.
- Lay out a roadmap for your prospects that includes a call to action, so that the next steps are clear and accessible. While a Tractor Beam should not include a sales pitch, it's still a lead generation tactic—which means you want to drive your audience to continue engaging with you.

05

MAKE AN UNDENIABLE OFFER.

Here's a question for you: Is there any piece of content that you've written that has had a demonstrated impact on your business's growth?

Probably not.

And yet, the emphasis that experts place on producing content, content, content and more content is so intense that we write, blog and post like crazy, even when we aren't getting results.

The truth is that it does not matter if you create hundreds of pieces of content, even if people love them, if they do not act after consuming them. Views, likes and shares alone are not going to accelerate the growth of your business and increase your ability to make an impact.

Great content—your Tractor Beam—has to be connected to something of further value for it to be of any use. And that's where the Undeniable Offer comes in.

Now, here's where most people make a huge mistake: They create tons of content that leads potential customers right into a "buy now" message—frequently, websites that boil down to "Aren't we cool? We are saving the world. Now give us your money." Been wondering why you struggle to generate leads? That's why.

Right on the heels of delivering real value in the form of your Tractor Beam, you need to present people an Undeniable Offer that allows them to take that value to the next level, continue lowering their skepticism and build on their trust in you as the brand that provides the solutions they need.

06

THE SLOW IS FAST STRATEGY.

In a perfect world, all of your prospects would be ready to purchase the minute they land on your site or see your product in a store. But not every customer is ready to make that kind of investment right away. That does not mean, however, that they're not ready to make any investment. If you write those people off, you're throwing away a huge potential customer base—one that could even double your impact and growth.

So, how do you appeal to the portion of your audience that wants to work with you, or likes your product, but isn't quite ready to make a large-scale purchase?

You use the "Slow Is Fast Strategy" and make them an offer that's too good to pass up.

With the Slow Is Fast Strategy, you use a low price point to convert as many prospects into customers as possible. Also known as an entry offer, these sales won't make you a great deal of profit on the front end, but they will dramatically increase your customer base and—ideally— at least offset most or all of the costs of buying traffic.

According to the experts, typical entry offers are priced between \$1 and \$20; offers between \$7 and \$10 typically perform the best. The lower price point of your offer will obviously be a major selling point, but you never want to present it as "cheap" even though it's a bargain. The value of your entry offer needs to be significantly higher than its price in order to generate buy-in with your customers. **You need to wow them.**



Entry offers can be anything from a physical product to a how-to guide, but the most successful entry offer is something that your ideal customer needs to accomplish their goals (like VistaPrint, which dominates the printing market with small businesses and entrepreneurs through their affordable business card entry offer). Think about what your audience needs to be successful, and then think of a low-cost way to begin providing it.

Pro Tip: Your entry offer is likely something that you are already doing. At **COMMON**, we offer the first month's membership to our community of social entrepreneurs for free—that's access to a network of entrepreneurs around the globe as well as resources like our communications and strategy teams—because once you've experienced what it is like to be part of our community, the membership sells itself.

By creating an offer at a low price point, you're removing the barrier to entry, giving people who aren't ready to purchase a higher-priced item the chance to work with you—and you're giving yourself the opportunity to prove you're worth the larger price tag.

Once you prove that you really are committed to your audience with your entry offer and they become customers, you can continue to market to them over time and offer solutions that cost more. This alone can lead to dramatic increases across your business.

Truth time. Doubling anything isn't easy, whether it's your impact in the world or growth as a business. It takes work— a lot of work. But with these strategies, you can make it happen. It is up to you.

Ready to take your socially responsible business even further and beat capitalism at its own game? Get in touch today to find out how **COMMON** can get you to the next level.



CLAIM YOUR FREE 30-DAY MEMBERSHIP AND STRATEGY SESSION TO DOUBLE, TRIPLE OR EVEN QUADRUPLE YOUR IMPACT AND BUSINESS (WORTH \$1,000)

The 6 strategies outlined in this report have given you everything you need to get started now. But if you have any questions, or would like our help implementing anything in this report, get in touch. Even better, take advantage of a free **30-Day Community Membership** and **90-Minute Strategy Session** where we will discuss your business goals and challenges and draw up recommendations at no obligation (total value: \$1,000).

Claim your free 30-Day Membership to **COMMON** and your 90-minute Strategy Session and get a customized blueprint that will help you move your business forward, whether you choose to extend your membership in our community or not. That being said, we do ask that you be conscious of the fact that our community is designed for people who are serious about setting up their businesses for long-term success and benefit to people and the environment. We'll do the bulk of the work, but to truly set you up to double your impact and growth, we'll need your commitment and dedication too.

If you are serious about leading in your area of impact and moving to the top of your market, maximizing your marketing and developing more effective advertising, we're here to help. **Let's kick your social enterprise into the next gear and up your impact together.**

COMMON | DOUBLE YOUR IMPACT, DOUBLE YOUR GROWTH.



Ask questions, say hello or start
a collaboration

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