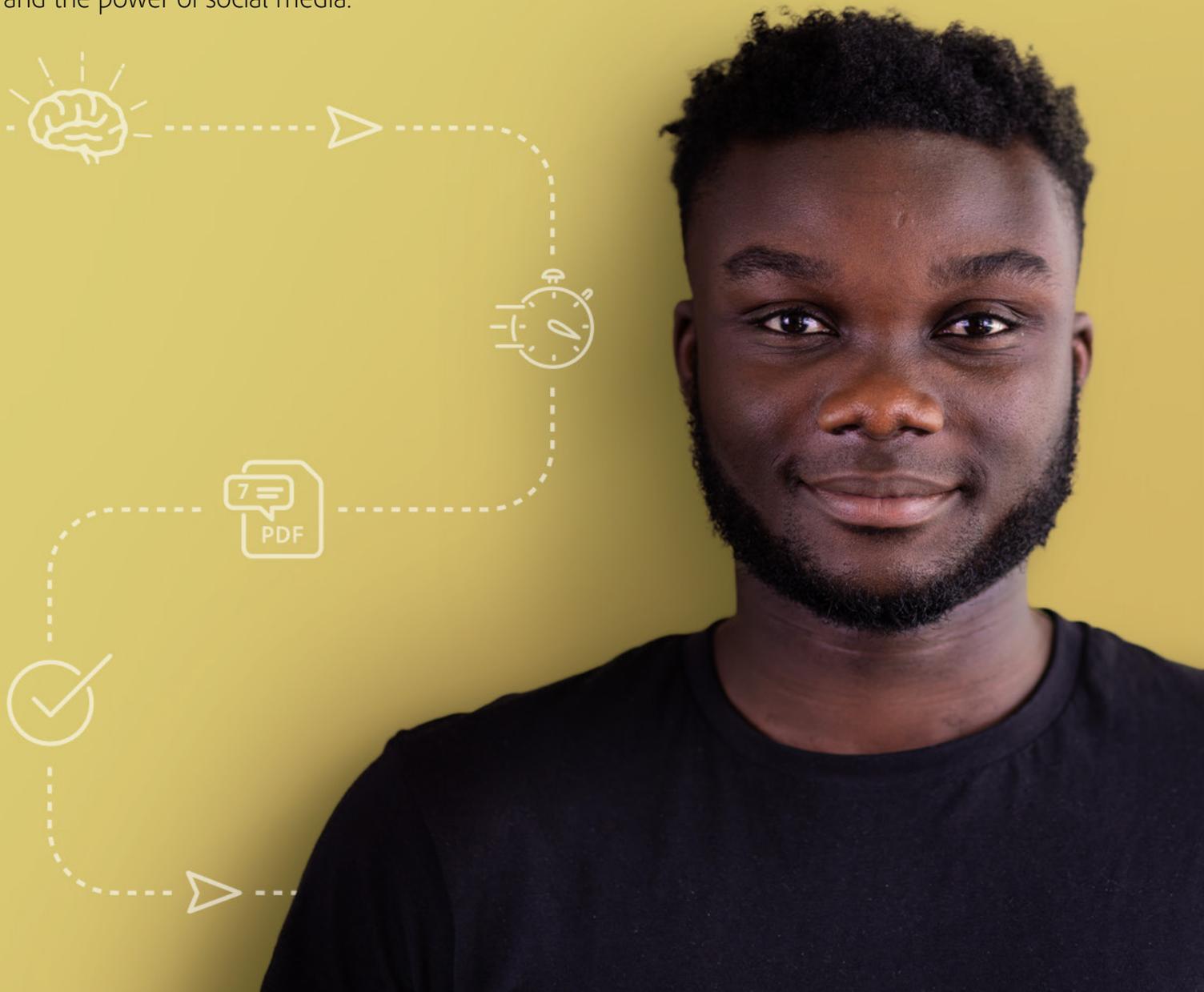


Meet Timothy Armoo. Then make your move.

My name is Timothy Armoo and I'm the founder and CEO of Fanbytes. In four short years I've grown the company from a one-man-band in my university bedroom to a sixty-person marketing business. We help the world's largest companies, including Samsung, McDonalds and Huawei, engage with young audiences. Fanbytes is my third company, starting my first at the age of fourteen and selling my second at the age of seventeen – which introduced me to the world of new media and the power of social media.



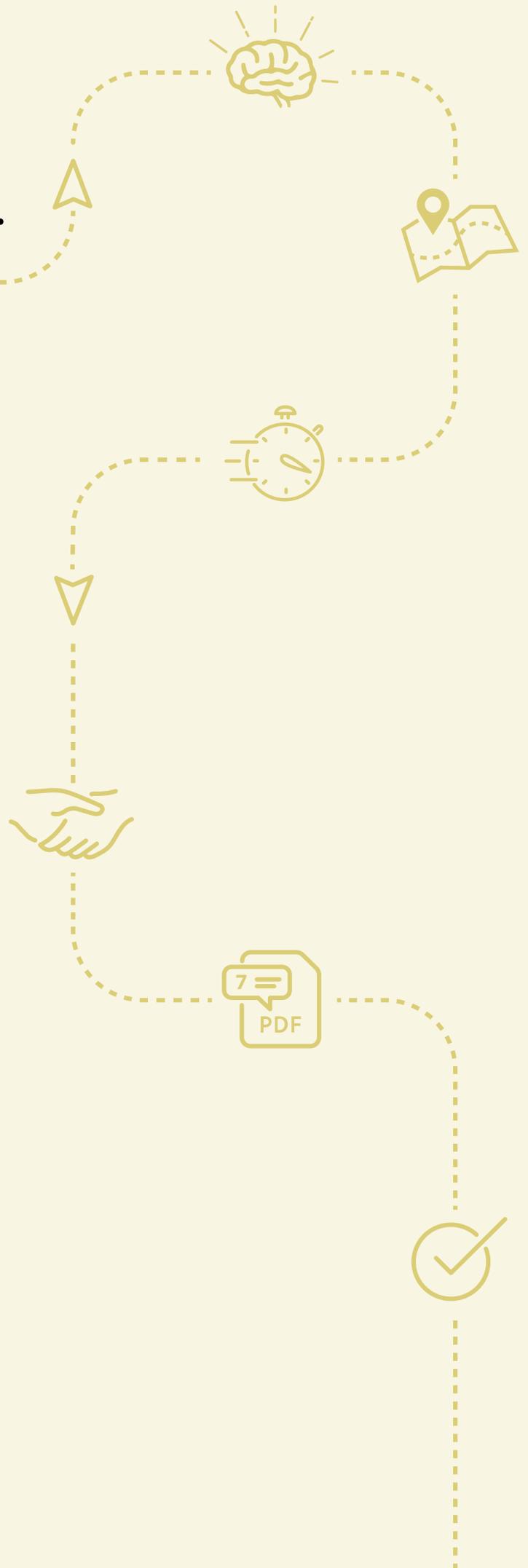
The 21st century playbook to securing your first customers.

This toolkit gives you a roadmap for launching your first business and getting your first customers. Customers are the most important part of any business as without them you don't have anyone paying you for your services.

These days, you don't need a business plan or funding before getting started. This toolkit will help you test your idea, find your community and make it happen.

Firstly, you'll learn how to identify exactly who the right audience is for your product or service – a much better approach than targeting the entire world (as so many people do). Then, you'll consider how to best position your product so that your audience believes they need it as opposed to just wanting it. You will also identify where your audience 'hangs out', to understand how to best reach them. And last but certainly not least, you will learn how to become their trusted advisor, to establish a true connection.

I've used this exact playbook to build Fanbytes. First, we honed in on entertainment brands as we realised we could solve their problem of driving awareness and engagement better than others. We identified the key publications their customers were reading and swarmed them with advertising and PR stories to draw awareness. We used a strong, unique, benefit driven message. We did this solidly for three months and during that time won all the labels who came directly to us without having to pitch. These labels formed the bedrock of our marketing strategy and have now helped us to win even larger clients and brands such as the Government, Huawei and Samsung to name a few.





Find your niche of a niche.

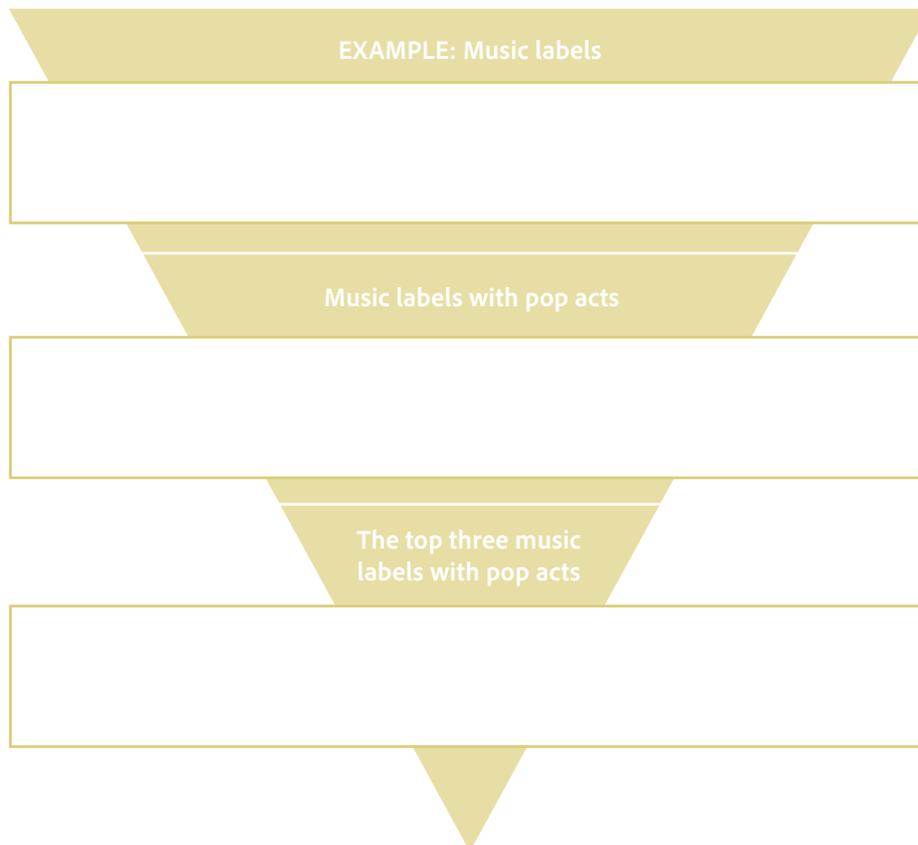
A lot of people say their customers are everyone. That doesn't work...ever. Sure, Facebook now serves everyone, but they started with a niche of people who would truly like their products - like high college students.

At Fanbytes we did the same thing with music, focusing just on major music labels. We then narrowed it down further by selecting three music labels with pop acts.

YOUR TASK

Identify your 3-tiered niche. Who are your customers? Narrow this group down further. Then further still. Be specific!

1



YOUR TASK

Now you've identified exactly who your niche customer is, it's time to do your research. Use this space to write everything you know about them. The more detail the better!

Is your startup a pain killer or a vitamin?

People buy painkillers more than vitamins. Why? Because vitamins are nice to have whilst painkillers really solve a critical problem for the customer. In order to build and scale a successful business you need to be able to put yourself in the shoes of the user. Is the product/service you are offering something that can help them solve a specific pain point? People are prepared to pay more for painkillers so focus on a segment of people who view your product in this same way.

At Fanbytes we got this wrong at first when we tried to enter the fitness industry. We soon realised that although it's great to get young people involved in fitness, we were not actually solving a specific problem they had, and therefore it was not that important to them. So, we pivoted to focus on where we can be a true painkiller. The best way to be a painkiller is to help people make money, save money, save time or have some sort of deep emotional connection.

YOUR TASK

With your product or idea, identify how you want to position it.
Complete the following sentence:

My company helps

to

by

so that

Here is my example:

My company helps *brands create and distribute Gen Z focused content by partnering with influencers on social media, so that they can successfully connect with a younger audience.*

YOUR TASK

Now that you know exactly who your customer is, identify five pain points they have and think about how your product/service can help them solve these.

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Where do your customers hang out?

Whether its Facebook or blog pages, your customers are somewhere right now, hanging out. If you can't find them, your niche is not specific enough.

In the early days of Fanbytes, we did this by focusing on music blogs such as Music Week.

YOUR TASK

Write out a list of places/platforms that your customers hang out. Be very specific, i.e. if it's Facebook groups which ones?

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Is there a key influencer or someone who has a community of your customers?
Or do they all read a specific publication?

Use this space to dig deeper into what/who they follow and why you think this interests them.





Become their trusted advisor.

No one wants to buy from you if you're a snake oil salesman. But they will if you become a trusted advisor to them. So when "selling your product", talk to them, share the benefits of your product, tell them what it will do for them and how it will do it. People buy things because they want to become a better version of themselves. Your goal is to paint that better version and show them how your product can help them achieve that..

YOUR TASK

What is this 'better version' of your customer that they will achieve by buying your product? After they've used your product, will they feel fitter or happier or richer? Write out every single way their life will improve and be very specific about it. Stack the benefits on top of each other too. Can you come up with at least 5 ways your product will benefit them? This will inform the way that you position your product/service.

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- 5

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