

TRUE FAN LADDER

THE 9 STEPS OF A TRUE FAN

As a Professional, Entrepreneur or a Coach, our aim is always to make money while we serve someone in a meaningful way. A True Fan is the highest version of a customer we all want to serve.

However, a true fan cannot be created overnight. It requires us to have a clear vision & an inspiring path of service which that we can take as leaders. This enable us to take someone from being a visitor and nurture them & help them climb up our true fan ladder.

Let us take a look at the nine steps of the ladder & what you should do at each step.

1

THE VISITOR

This could be a paid or an unpaid visitor who visits your Prosite. Most visitor come because they have a problem to solve. Some know of their problem while others not so much.

2

THE SUBSCRIBER

What you say to them when they first come on to your prosite is critical for you to make a connection. And, if you can give out something of value, they would not mind giving their email id in exchange for it & become a subscriber.

In fact, there is a good chance that you may have become my subscriber in return to this document :)

3

THE LISTENER

Not all subscribers become listeners. Once they got that something of value, they may or may not read the emails you send. However, it is critical for you to send content of value, consistently. When this happens, a subscriber could become a listener - someone who starts to listen to what you have to say.

This indicates that you have turned the second corner as a Brand.

4

THE RESPONDER

Every time you send an email it is critical for you to make your listeners take action. And, again, not every listener would take action that you want them to take. Only those who connect with you, your message & your 'call to action' tend to respond to you.

5

THE PROSPECT

In this busy world when we are inundated with so much from every direction, a responder is like a ray of hope for us. You would need to listen to them to know their pain more closely to move them up the ladder to a prospect - someone who is ready to take relationship with you to the next level.

6

THE CUSTOMER

Prospects have reached a stage where they have great awareness of the problem they want to solve & good appreciation for a solution that could solve it. If, at this point, you show them the way, with empathy & offer a value which is different from others, there is a high chance that they would become your paid customer.

Here, you have just turned the 3rd corner as a brand

7

THE CLIENT

A lot of us tend to ignore the customers once we have had a sale. We let them on their own to make use of the solution and don't really care if they end up solving their problem or not.

However, if we look outside of our sales bubble, care for the customer as we did for them when they were a prospect then they would appreciate you more. It is no longer that one night stand that they have experience elsewhere.

This build a relationship and they are willing to share more of them & their problems & willing to pay more & more for bigger and better solutions that you have got to offer.

8

THE FAN

By the time you have got a bunch of high paying clients, it is safe to say you have mastered the art of adding value.

However, now you have bigger problem as value is no longer enough to move a client up to a fan. It is the experience, the experience they get while you add value. So, if you can leave them with an awesome experience that they enjoy, they become your fan.

A fan is someone who likes to interact with you and take most of your calls to action with little resistance.

9

THE TRUE FAN

Your focus on creating experiences along with value has paid off by now. More & more clients are turning into your fan. However, you are still unaware of the magic ingredient which is missing in your business.

The fans does offer occasional resistance and they rarely talk about you or your solution to others without a prompt which you dont really like to do.

However, here you discover 5 different ingredients of any magical experience that you want to create & learn to weave these great exepriences no longer by accident but rather by design.

This consistent delivery of multiple 'aha' moments leaves no choice for a fan but to become a true fan. You repeat this cycle for every visitor & optimise it to create your own army of true fans.

And, with that you arrive as a HappyBrand, the highest form of personal brand.

**Inspired to start your journey?
Our 3 step process can help!**

Brandpreneur

3 Step Process

1

KNOW YOUR PERSONAL BRANDING COMPREHENSIVE SCORE

We have converted Personal Branding from a vague concept to so objective that we give you a score to let you know where you stand at the end of a 10 minute survey quiz.

This will indicate the areas that you will need to work on to improve your personal brand & start your Brandpreneur journey.

2

MASTER THE THREE SECRETS OF YOUR BRANDPRENEUR JOURNEY

With a clear idea of where you are as a brand, we give a large number of you the opportunity to take our 87 minute, 5 part masterclass.

Part 1: The Big Problem

Part 2: The ultimate 1K vision

Part 3: The 4 Step Happy Path

Part 4: The 5 Amazing Hacks

Part 5: The Next Big Step

This secret knowledge makes a huge difference in your journey of becoming an unforgettable brand.

3

GET YOUR PLAN OF ACTION WITH OUR 1-1 CONSULTATION

By this time you will be pumped to get into some concrete action and start building your brand.

However, based on your score, experience, interests, we want to give you a clear step by step strategy for you to go away and follow.

So, we offer this 1-1 30 minute sessions to help you get going as fast as you can.

**Got a
Question
for Us?**



Consult@Harishmarnad.com



+91 797541 9336