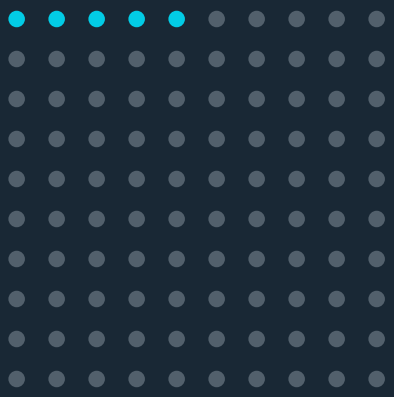
The one-slide case.

Build the slide. One page, three blocks.



95:5

In any quarter, about 5% of your future clients are shopping.

A rule of thumb, not a precise figure.

Make the case.

Give them a timeline.

01 Build the slide

02 Source card

Type in the fields, or print and write.

EXERCISE 01

The one-slide case.

01

1. THE COST OF INVISIBILITY

Who shows up between referrals when you don't? Name the competitor.

In any quarter, about 5% of your future clients are shopping.

2. THE PLAN

POSTING CADENCE

PLATFORMS

TYPES OF CONTENT

PLATFORM TRADE-OFFS

3. THE TIMELINE

Q1 CONSISTENCY

Did we publish consistently?

Q2 AUDIENCE QUALITY

Are the right people showing up, and are they staying?

Q3+ TRACES AND FINGERPRINTS

Are prospects arriving having seen your content?
Are new clients telling you they watched your videos a long time ago?

AGREE NOT TO JUDGE FOR THE FIRST SIX MONTHS:

LEADS, REVENUE

Binet & Field, The 5 Principles of Growth in B2B Marketing
(The B2B Institute, 2019).

EXERCISE 02

The 95:5 rule.

02

One piece of research belongs in your deck.

95:5

In any quarter, about 5% of your future clients are shopping.

Professor John Dawes

Ehrenberg-Bass Institute

The 95:5 Rule, 2021

https://johndawes.info/the-955-rule/

"not meant to be a precise rule."