Sales Safari

Cheat sheets from your Sales Safari LIVE experience!

● Painful Emotions Cheat Sheet

Here's a list of painful emotions that your audience might be experiencing. Use this to help you spot the more subtle pain!

- ☐ Anger
- ☐ Annoyance
- ☐ Anxiety
- ☐ Avoidance
- ☐ Boredom
- ☐ Contempt
- ☐ Concern
- ☐ Delay
- ☐ Despair
- ☐ Disappointment

- ☐ Disgust
- ☐ Doubt
- ☐ Embarrassment
- ☐ Envy
- ☐ Failure
- ☐ Fear
- ☐ Frustration
- ☐ Guilt
- ☐ Helplessness
- ☐ Hurt

- ☐ Irritation
- ☐ Powerlessness
- ☐ Sadness
- ☐ Shame
- ☐ Shock
- ☐ Stress
- ☐ Tension
- ☐ Uncertainty
- ☐ Wastefulness
- ☐ Worry

● Hidden Pain Cheat Sheet

Start taking note of the more subtle pain while you're on safari! You'll be able to use these notes to write even better ebombs, and soon, to write effective pitches...

- [ ] Take a close look at the Original Poster's (OP's) behavior. Is this their first time posting? Do they come back and reply in comments? What can you tell from how they're acting?

- [ ] Note and quote comments that seem to be stem from a painful emotion (use Painful Emotions Cheat Sheet), OR a painful action/reaction/lack of action/result/lack of result. When you notice a pattern, add that pattern to your notes too!

- [ ] And don't forget the replies! Are they familiar with the problem/sure of themselves? If so, what does that tell you? If not, what does that tell you?

- [ ] Do most replies agree, or not? Why?

● Jargon Hunting Cheat Sheet

Collect all of the Jargon you can find while you're on safari!

Did you remember to:

☐ Collect Jargon that you recognize as an audience insider terms?

☐ Collect words that you're not totally sure about?

☐ When you see a term that you don't recognize, take a second to look it up (Google is SO much faster than the dictionary - no excuses!

☐ When you DO see a term that you recognize, make sure you take a moment to think about what it means to that person, in context.

● Recommendations Cheat Sheet

There are lots of different kinds of recommendations!

Make sure you don't forget any of them when you're on safari:

- [ ] Read this…
- [ ] Look at this…
- [ ] Watch this…
- [ ] Use this…
- [ ] Try this…
- [ ] Do this…
- [ ] Think about it this way…
- [ ] No, you're wrong…
- [ ] You're right…

- [ ] Buy this…
- [ ] DON'T use/try/do/think/buy/etc this…
- [ ] When I x or did x/tried x…
- [ ] When I bought…
- [ ] That is too…
- [ ] That is not enough…
- [ ] Experts say / consensus is…

- [ ] Newbies / experts / outsiders often… (good or bad)

⬤ Types of Watering Holes

Wherever your audience gathers, that's where you want to be.

Make sure you don't forget any of them when you're on safari:

- ☐ forums
- ☐ mailing lists
- ☐ Meetup groups
- ☐ Google groups
- ☐ in-person communities & their online accessories
- ☐ industry magazines
- ☐ industry news sites

- ☐ industry link blogs or aggregators
- ☐ blogs, blog comments
- ☐ LinkedIn groups
- ☐ Facebook groups
- ☐ industry Twitter accounts
- ☐ "famous" members on Twitter or FB
- ☐ Twitter hashtags

- ☐ Instagram communities
- ☐ support forums for products the audience uses
- ☐ Github or other collaboration tools
- ☐ product reviews (Amazon & others)
- ☐ and many more…

● Watering Holes Cheat Sheet

Need to find watering holes? Combine these terms with your audience name and choice jargon. Try plugging different combinations into google & see what new sources you find!

- ☐ forum
- ☐ mailing list
- ☐ community
- ☐ group
- ☐ Twitter
- ☐ list
- ☐ Facebook
- ☐ share
- ☐ sharing
- ☐ chat
- ☐ IRC

- ☐ blog
- ☐ best
- ☐ resources
- ☐ tutorials
- ☐ help
- ☐ FAQs
- ☐ reviews
- ☐ questions
- ☐ wiki
- ☐ meet-up, meetup
- ☐ user group

- ☐ advice
- ☐ awards
- ☐ competition
- ☐ problems
- ☐ association
- ☐ customers
- ☐ client
- ☐ sales
- ☐ tools
- ☐ system / systems