

Master the 8-Step Customer Cultivation Process:



***A Quick Guide to Growing Your Business by 30%
in 90 Days***

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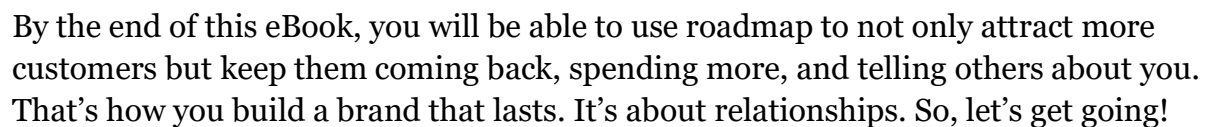
Stop Chasing Sales, Start Building Relationships

~ **Seth Godin**

Here's the deal: If you're serious about building a long-term, sustainable business, you need to stop thinking about one-off transactions and start focusing on **relationships**. Real relationships. The kind where your customers stick around, keep buying from you, and—THIS IS KEY—talk about you to everyone they know.

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So, in this guide, I'm going to walk you through how to actually make this happen in your business. These aren't just theories. This is practical, no-BS advice that you can start implementing **right now** by using this proven roadmap.



8-Step Customer Cultivation Process

From First Touch to Lifelong Advocate

“In the world of internet customer service, it’s important to remember your competitor is only one mouse click away.”

~ Doug Warner

Alright, let’s get into the nuts and bolts of this. The **Customer Cultivation Process** is an 8 steps process. These steps are what take people from first hearing about you all the way to becoming supremely loyal customers who can’t stop raving about your business.

I’m not talking about some random, feel-good theory. These are tried and tested steps that **drive results**. Businesses who follow this process see not only **30% more business in 90 days**, but also more repeat customers and higher lifetime value.

Here’s the high-level breakdown:

Step 1: Awareness

If people don’t know you exist, nothing else matters. Period! You’ve got to put yourself out there—whether it’s on social media, through ads, or by creating killer content that grabs people’s attention, or a combination of all.

Awareness is about making sure people see you and know what you’re about.



Step 2: Engagement

Now they know you exist, you have to **get them interested**. This is where most businesses miss their opportunity—they forget to build a **relationship**.



Engagement is all about interacting with your audience, giving value, and getting them to stick around for the long haul. Respond to comments, start conversations, and give more than you ask.

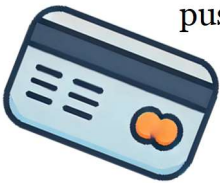
Step 3: Subscription

Once you've got their attention and built a little trust, it's time to **get them on your list**. Whether it's an email list, newsletter, or they follow you on social media, you need to get their permission to communicate with them directly. This is the point where you start nurturing them into potential customers.



Step 4: Conversion

Now we're getting to the fun part—**making the sale**. Conversion isn't just about pushing for a transaction; it's about timing. You've engaged them, they trust you, and now they're ready to act. Whether it's buying a product or signing up for a service, conversion is when you seal the deal.



Step 5: Excite

A lot of businesses think their job is done after the sale. That's a huge mistake. Excite your customers by **going above and beyond** their expectations. Deliver fast. Over-deliver on value. Blow them away with your service or product. Make sure the first-time experience is so good, they're already thinking about buying again.



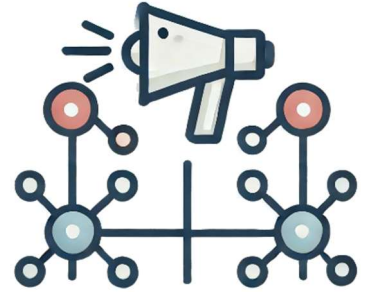
Step 6: Ascend

This is where you start increasing the **lifetime value** of your customers. Don't leave money on the table by stopping after one sale. Offer them more. Upsell, cross-sell, show them the next product or service that's going to make their life easier. The goal here is to move them up the ladder.



Step 7: Advocate

When you've really excited your customers and kept delivering, something magical happens—they become your advocates. They start telling their friends, family, and networks about you. At this stage, your customers are basically doing your marketing for you. And that's good for you, because **word-of-mouth** is still the most powerful form of marketing.



Step 8: Promote

Finally, the holy grail: **PROMOTE**. At this stage, your customers aren't just buying from you and advocating for you—they're actively promoting your brand. This is when you can introduce referral programs, customer testimonials, and case studies. Your most loyal customers become an army of promoters, helping you grow without having to lift a finger.



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Implementing the Customer Cultivation Process

Create Change in Your Business Right Now

"Strategy without process is little more than a wish list."

~ Robert Filek

So, now you've got the roadmap—the **8-step Customer Cultivation Process**. But knowing the steps means nothing if you're not actually doing the work. Implementation is where most people fail because they either overthink it or try to do everything all at once. Spoiler alert: that's a recipe for disaster.

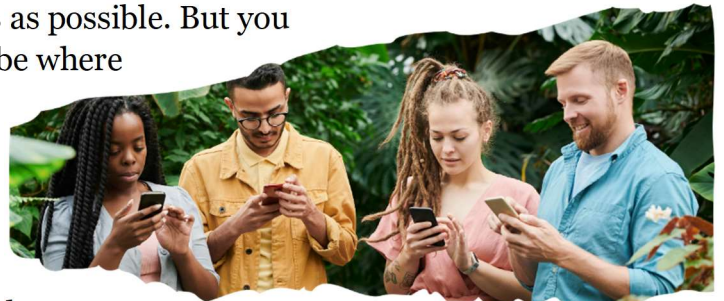
Here's the deal. I'm going to give you practical, results-driven strategies that you can start using TODAY to get this process rolling in your business. It's not going to be perfect right away, but action always beats perfection.

Step 1: Awareness — Show Up Everywhere That Matters

If people don't know who you are, you're done before you even start. So, the first step is simple: get your brand in front of as many eyes as possible. But you don't need to be everywhere—you just need to be where your audience hangs out.

Here's how you do it:

- **Social Media:** Pick 2-3 platforms that make sense for your business. For most, that's Facebook, Instagram, TikTok, and/or LinkedIn. Start putting out content regularly—no excuses.



- **Paid Ads:** If you have the budget, consider running ads on Facebook, Google, or Instagram. Target your ideal customers and run ads that grab attention immediately.
- **Content Marketing:** Create valuable, shareable content like blog posts, videos, or podcasts. Get in the habit of creating content that positions you as an authority in your space.

Step 2: Engagement — Give, Give, Give

Now that you're in front of people, your job is to get them engaged. This is the relationship-building part. You don't want to hit them with a hard sell right out of the gate.

Here's how you do it:

- **Respond to Everything:** Comments, messages, mentions—don't let a single one slip by. Engage with your audience like your business depends on it (because it does).
- **Ask Questions:** Get people talking. Use polls, ask for opinions, and spark conversations that your audience cares about. The more you engage, the more trust you build.
- **Offer Value:** Drop knowledge, offer tips, create how-to videos—whatever it takes to give them value without asking for anything in return (yet).



Step 3: Subscription — Get Permission to Talk to Them

Once you've built up trust, it's time to **move them to your list**. This is critical because once they're on your email list or following you on social media, you now have a direct line of communication with them.

Here's how you do it:

- **Lead Magnets:** Offer something valuable in exchange for their email—a free eBook (like this one!), a webinar, a discount code. Make it a no-brainer for them to subscribe.
- **Email Signup Forms:** Make sure you have clear and visible signup forms on your website, blog, and social media. Don't make them search for it.
- **Social Media Follows:** Engage with them enough that they feel compelled to hit the follow button. Make following you feel like they're getting in on something valuable.



Step 4: Conversion — Now, Seal the Deal

Now that they're engaged, they trust you, and you've earned the right to ask for the sale. But you need to be smart about how you do this. It's not about shoving your product down their throat—it's about timing and value.

Here's how you do it:

- **Offer Value-Driven CTAs:** When you ask for the sale, frame it in a way that shows them the value they'll get. It's not about you making money; it's about how you can solve their problem or make their life easier.
- **Time It Right:** Make sure you've provided enough value before asking for the sale. If they've downloaded your eBook, engaged with your content, and are on your list, it's time to go for it.
- **Use Scarcity and Urgency:** Don't be afraid to use urgency in your offers—limited-time discounts or spots for a program. People respond to deadlines.



Next Steps: Keep Building Until You Can't Be Ignored

These four steps—Awareness, Engagement, Subscription, and Conversion—are where you start. Once you've mastered them, you'll see the results coming in. But remember, the process doesn't stop there. Excite your customers, keep them coming back for more, and turn them into your biggest advocates.

In the next section, we'll dive into how you can **move beyond the sale** and build a loyal customer base that can't stop talking about your business.

Beyond the Sale

Keep Customers Coming Back and Talking About You

*"The purpose of a business
is to create a customer who creates customers."*

~ Shiv Singh

You've made the sale—congrats! But here's where most businesses lose their greatest opportunities. They think the work is over once the money hits their account. **DON'T FALL FOR THAT.** The real magic happens **after the sale.** If you want to build a sustainable business, you need to make sure your customers are excited, happy, and coming back for more.

This is where the next steps of the **Customer Cultivation Process** kick in: Excite, Ascend, Advocate, and Promote. Let's break it down.

Step 5: Excite — Over-Deliver Like It's Your Job (Because It Is)

Look, people don't remember average. They remember when you blow them away. So, after they make a purchase, your job is to give them an experience they weren't expecting. This is how you turn a first-time customer into a repeat buyer.

Here's how you do it:

- **Surprise and Delight:** Whether it's faster-than-expected shipping, a hand-written thank-you note, or



throwing in an extra service for free, give them more than they expected.

- **Onboarding Like a Pro:** If you're in the service industry, make sure your onboarding process is seamless and welcoming. Walk them through every step, and make it easy.
- **Follow-Up:** After the purchase or service, check in. Not to sell, but to ask if they're happy. This shows you care, and it opens the door for feedback or future opportunities.

Step 6: Ascend — Don't Let the Relationship Stop at One Sale

You've nailed the first sale, now let's talk about **upselling**. The best time to sell a person something else is when they're already a customer. They trust you, they know your value, and they're open to spending more if it solves their problem or improves their life.

Here's how you do it:

- **Identify the Next Need:** Think about the natural progression of what they'll need next. If they bought a product, offer accessories or upgrades. If they signed up for a service, offer premium options or next-level packages.
- **Be Timely:** Don't hit them with an upsell right after the sale. Give them time to enjoy their first purchase, then come in with the offer that makes sense.
- **Make It Personal:** Frame the upsell as a way to give them more value. You're not pushing for another sale—you're helping them get more out of what they've already bought.



Step 7: Advocate — Turn Happy Customers Into Your Biggest Fans

If you've done everything right up to this point, something awesome happens: your customers start advocating for you. They start telling their friends, family, and colleagues about you because they genuinely love what you're doing. This is where you go from being "just another business" to a brand people trust and recommend.

Here's how you do it:

- **Ask for Reviews:** Don't be afraid to ask happy customers for reviews or testimonials.



Social proof is gold, and people love to share when they've had a great experience.

- **Create a Referral Program:** Give your customers a reason to spread the word. Offer discounts, freebies, or other perks when they refer new customers to you.
- **Make It Easy:** Make it simple for them to advocate for you. Shareable links, referral codes, and easy-to-use tools make it a no-brainer for them to promote you.

Step 8: Promote — Empower Your Customers to Market for You

Here's where the rubber meets the road. When you've cultivated real relationships and turned customers into advocates, you can start to promote in a way that feels authentic. You've earned their trust, and now they'll willingly share their positive experiences. This is the stage where your customers become your best marketers, and you can leverage their loyalty for even more growth.



Here's how you do it:

- **Feature Customer Stories:** Highlight your best customers and their success stories on your website, social media, or emails. This adds credibility and gives them recognition.
- **Incentivize Sharing:** Encourage your customers to share their experience on social media. Offer a contest, giveaway, or special reward for those who tag you and talk about your brand.
- **Celebrate Your Promoters:** Acknowledge and reward your top promoters. Send them thank-you gifts or shout them out publicly to keep the momentum going.

Wrapping It Up: The Path to Sustainable Growth

When you follow these last steps—Excite, Ascend, Advocate, and Promote—you're not just making sales; you're building a community. You're creating an army of people who love what you do and who are more than happy to tell the world about it. That's how you build a brand that lasts, and that's how you ensure **sustainable growth**.

The businesses that succeed in the long run are the ones that understand the power of nurturing relationships, delivering value, and turning customers into lifelong fans.

Now it's your turn. Start implementing these steps in your business today, and watch how quickly things can change.

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How to Start Growing Your Business Today

Action Steps to Growing Your Business

"Success is not the result of spontaneous combustion.

You must set yourself on fire."

~ Arnold H. Glasow

I've just walked you through the entire Customer Cultivation Process. Now, you've got two options. You can sit back, nod your head, and say, "Yeah, that all sounds good," and let opportunity slip right past you. Or, you can actually act and start implementing these principles **right now**.

I'll tell you straight up—the businesses that succeed are the ones that move quickly and don't wait for everything to be perfect. So, here's your roadmap to start cultivating customer relationships and growing your business.

1. Make a Content Plan for Awareness

ACTION: Pick 2-3 social media platforms where your target audience hangs out. Start posting content that's going to grab their attention. Think about value-driven content that addresses their pain points or shows them something they didn't know.

ACTION STEPS

- Write down 10 content ideas for social media posts that are focused on solving problems or sharing value.
- Schedule your posts using a tool like Hootsuite or Buffer to keep things consistent.

- Allocate a small budget for ads (if possible) to get in front of more people. Even \$5 a day can make a big difference.

2. Engage Your Audience Like Crazy

ACTION: Don't just post and forget about it. Get in the trenches. Respond to comments, ask questions, and keep the conversation going. Engagement builds trust, and trust leads to sales.

ACTION STEPS

- Spend at least 30 minutes a day replying to comments, answering messages, and sparking conversations with your audience.
- Create 3 polls or questions this week that will encourage people to interact with you.

3. Set Up a Lead Magnet to Capture Emails

ACTION: Create a freebie that's too good to resist. It could be a short eBook, checklist, or discount code. The goal is to get your audience to give you their email address so you can start nurturing that relationship.

ACTION STEPS

- Brainstorm a valuable lead magnet that you can create in the next few days (an eBook, guide, or video tutorial).
- Set up a simple email signup form on your website or social media. Tools like Mailchimp or ConvertKit make this easy.
- Promote your lead magnet in your content and offer it to everyone who engages with you.

4. Craft a Killer Email Sequence

ACTION: Once someone subscribes, it's your job to guide them through the conversion process. Set up an automated email sequence that nurtures leads and eventually asks for the sale.

ACTION STEPS

- Write a 5-email sequence that nurtures your audience. The first email could be a welcome email. The second could explain your process. By email four or five, you can introduce your offer.

- Use an email marketing tool (like Mailchimp or HubSpot) to set up an automation that sends these emails over a few days.

5. Over-Deliver and Excite

ACTION: Once you've made a sale, make sure you blow their expectations out of the water. Go above and beyond with your product or service delivery. Surprise them with a thank-you note, fast delivery, or a follow-up message that makes them feel like they made the best decision ever.

ACTION STEPS

- Think about one way you can over-deliver to your next customer. Whether it's a thank-you note, a surprise bonus, or fast shipping. Whatever it is, make it memorable.
- After each sale, follow up within 24-48 hours to ask how their experience was. It shows you care.

6. Plan Your Upsell

ACTION: Don't leave money on the table. After you've delivered on the first sale, plan out an upsell that makes sense for your customers.

ACTION STEPS

- Map out the next product or service that would add value to your customer's life. If they bought one product, what's the next logical step?
- Send an email or make an offer for this upsell within a week or two of their first purchase.

7. Create a Referral Program

ACTION: Once you've turned a customer into a fan, the next move is to get them to spread the word. Create a simple referral program that rewards your customers for sending new clients your way.

ACTION STEPS

- Set up a referral program that rewards customers for bringing in new business. Offer them a discount, freebie, or some other perk.
- Promote this referral program to your best customers and make it easy for them to participate.

8. Leverage Your Best Customers for Promotion

ACTION: Your happiest customers are your best marketing tool. Make it easy for them to promote you by asking for reviews, testimonials, or referrals. Highlight their stories to show others what you can do.

ACTION STEPS

- Reach out to at least 3 happy customers and ask them for a testimonial or review. Make it easy for them by providing a template or guiding them on what to say.
- Feature these testimonials on your website, social media, and emails to show social proof.

The Time to Act Is Now

There you go—**8 simple action steps** to get your business on the path to growth. The longer you wait, the more opportunities you miss. So, stop reading and start doing!

The best part is you don't have to be perfect. You just need to start. Implement these steps, and in 90 days you'll be looking at a completely different business—one that's growing faster, attracting more customers, and building lifelong relationships.

Conclusion

Start Cultivating, Stop Waiting

"It's not about ideas. It's about making ideas happen."

~ Scott Belsky

Here's the bottom line: you have everything you need right now to start turning casual visitors into loyal, repeat customers. You've learned the 8 steps of the Customer Cultivation Process, you've got the action steps, and you've got the roadmap for growing your business by 30% in 90 days.

The only thing left is for you to **do the work**.

There's no magic formula that'll make this happen overnight, but if you start putting these steps into play today, you'll see results faster than you think. The businesses that thrive aren't the ones that sit around thinking about it—they're the ones that take consistent, daily action and execute their plans.

Remember, the power is in the relationships you build. Every customer, every interaction, every sale is an opportunity to cultivate something bigger. And when you focus on creating real value, the results will follow.

So, what are you waiting for? It's time to start. You've got this!

Use this process. Test it, tweak it, and watch it transform the way you connect with your customers. Because if you can master the art of cultivating relationships, you'll never have to chase a sale again.

Let's make it happen.

Your Next Step:

Purchase the book **Cultivating Customers: Mastering the Art of Business Development** for more strategies on growing your business and maximizing customer lifetime value.

If you're serious about taking your business to the next level, schedule a call with me today to see how we can work together to grow your brand.

Sometimes, it can be overwhelming to do everything by yourself. If you want to implement these strategies, but you don't have the time or ability, then let me do it for you. Scan the QR code for a free consultation, and let's make your business grow together.

