# Week 3: Finding your initial customers

Craig Zingerline

# Today's agenda

- Week 2 review
- Updated metrics from my experiments
- New persona development and outreach
- Workshop on our efforts

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# Last week's homework

- Build your validation script for at least one persona
- Find the persona on LinkedIn (or using email if that's better for you)
- Start initial outreach to uncover new findings

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# Metrics quick take

**Email marketing specialist**

178 connection requests sent

40 accepted (22%)

Around 10 replies (25% accept to reply)

3 inquiries

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# Outreach to new persona

| Job / role | Decision maker? | Measure success | Current solution | Targeting pool size |
|---|---|---|---|---|
| **VP Marketing** | Yes | Impact that email has on company growth | Talking to peers, using tools like Zerobounce to improve email list. | Large (>1M) |

Action items:
- Confirm tools / generate ideas around potential competitors

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VP Marketing - moving to validate conversion points

Hi {{name}} - I'm doing research for my new startup that's focused on making email campaigns more impactful. Would you share any input on how you measure email as a company metric? If I sent you my MVP would you be open to critiquing it to see if it's something your team would consider? Thx!

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# VP Marketing notes

- 1st time reaching out but I have some experience with this role already
- 25 connection requests sent
- 4 accepted (16%)
- 3 inquiries (75%)
- 0 sales so far

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# VP Marketing replies

**Vice President - Marketing at**

**TODAY**

**Craig Zingerline** · 11:45 AM

Hi Mark - I'm doing research for my new startup that's focused on making email campaigns more impactful. Would you share any input on how you measure email as a company metric? If I sent you my MVP would you be open to critiquing it to see if it's something your team would consider? Thx!

12:33 PM

Hi, Craig. I'm happy to review it.

**Craig Zingerline** · 6:21 PM

Awesome Mark...thanks so much! It's still in a slightly embarrassing MVP state but here you go! https://gumroad.com/l/sendscore

· 1st

**Vice President of Marketing at**

**TODAY**

**Craig Zingerline** · 8:13 AM

Hi David - I'm doing research for my new startup that's focused on making email campaigns more impactful. Would you share any input on how you measure email as a company metric? If I sent you my MVP would you be open to critiquing it to see if it's something your team would consider? Thx!

8:15 AM

Hi Craig. Most important metrics are obviously around engagement. I do B2B marketing, so lead nurture is my focus. We pay as much attention to opens as to clicks. I would be interested in what your company is up to.

**Craig Zingerline** · 6:10 PM

Thanks David. It's rough around the edges but here it is 😬 https://gumroad.com/l/sendscore

**Vice President Marketing at**

**TODAY**

**Craig Zingerline** · 7:30 AM

Hi Sean - I'm doing research for my new startup that's focused on making email campaigns more impactful. Would you share any input on how you measure email as a company metric? If I sent you my MVP would you be open to critiquing it to see if it's something your team would consider? Thx!

· 7:35 AM

Craig, here at ____ we love startups as we have all been in those shoes. That is a big question and one that needs to be broken down in a lot of different ways. Send me your MVP and let me look into it. Will be more than happy to help.

**Craig Zingerline** · 6:13 PM

Hey Sean thanks so much! Ok...it's super not polished, but my MVP is here: https://gumroad.com/l/sendscore

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# Current state of Email Marketing Specialist

| Success criteria | Persona problem fit | Current solution | Conversion points |
|---|---|---|---|

Status: Validated

Email open, CTR, sales, other metrics

Status: Validated

Persona has the challenge of owning these metrics

Status: **Pending**

A/B testing, return path, Litmus, in-house learnings.

Seems to be an opportunity for a product.

Status: **Pending**

Need to determine how to position my product to this persona.

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# Current state of VP Marketing

| Success criteria | Persona problem fit | Current solution | Conversion points |
|---|---|---|---|

**Success criteria**

Status: Validated

Skipped due to domain knowledge.

**Persona problem fit**

Status: Partially Validated

Persona has the challenge of owning these metrics for the company.

**Current solution**

Status: **Unknown**

Likely we need to do customer discovery here.

**Conversion points**

Status: **Pending**

Awaiting feedback on product.

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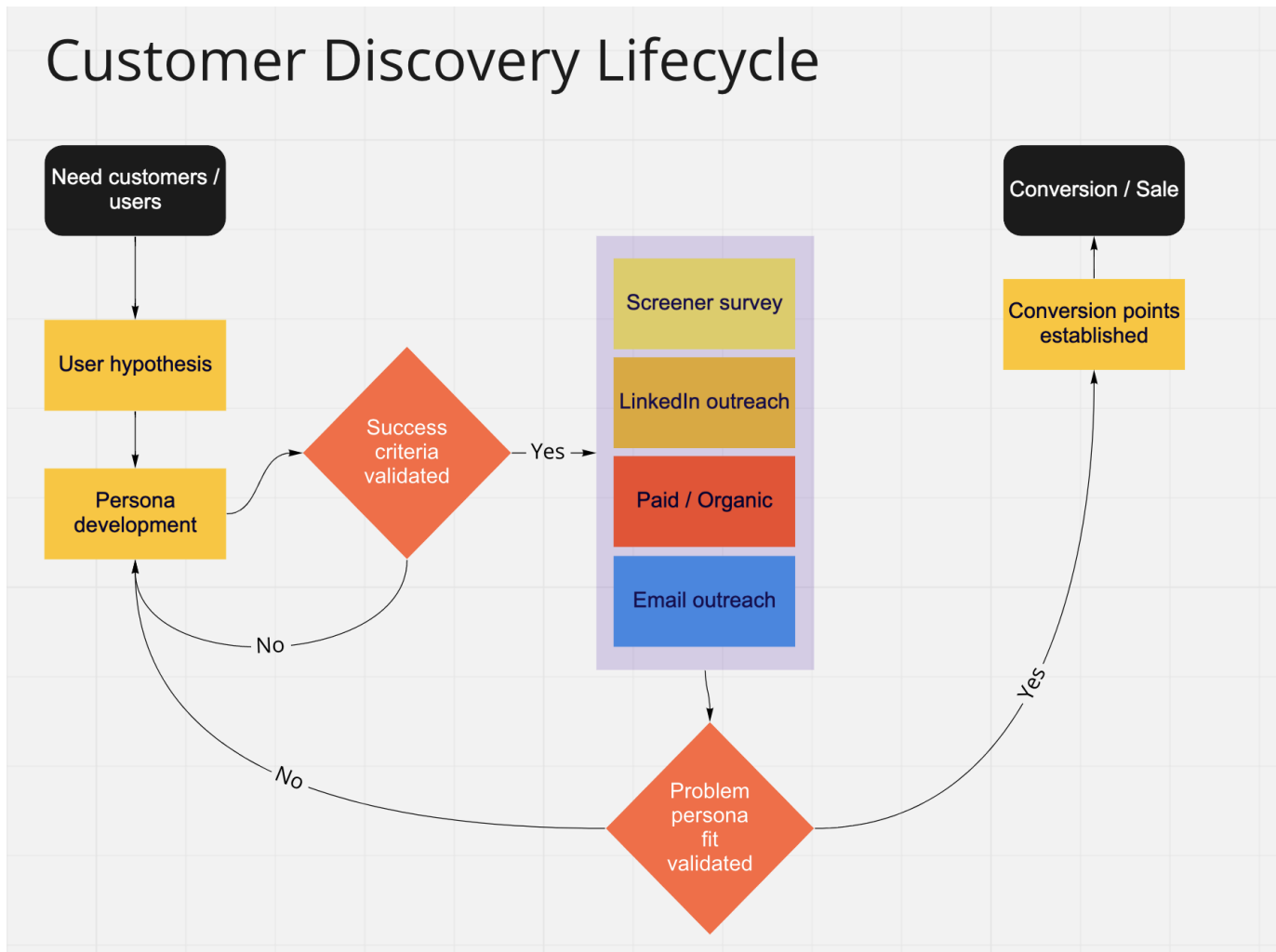
# Next steps

Continue to learn about current solution and start to build conversion points for at least 1 persona.

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# Running Screener Surveys

# How screening speeds things up



Customer Discovery Lifecycle

# Zach's presentation

# Homework

Get started if you haven't yet on:

- Outreach on LinkedIn
- Screener Survey

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# Thanks!