Cultivating Communities To Get More Customers

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Overview

- Definitions
- Joining a Community
- Becoming a Member in Good Standing
- Roll Your Own: Bootstrappers' Breakfast

Definitions

- Four Ways to Get Customers
  - What others say about you
  - What you write
  - What you say
  - Getting found when prospects are looking
- Broadly: Two Kinds of Communities
  - Prospects – Target Rich Environment
  - Peers - Either Partners or Competitors or Both

Joining a Community

- Goal: Viewed as Member in Good Standing
  - Not Just Visible but Reliable & Expert
  - Newcomer Also Acceptable
  - Avoid Tourist (or Worse, Parasite)
- What Are The Informal/Unwritten Rules?
  - Help Others
  - Contribute to Community's Core Purpose
  - Contribute In Person & On-Line

Becoming a Member In Good Standing

- Peer Community
  - Think “Stag Hunt”
  - Carry Other Folk’s Cards
  - Listen for Reliable & Complementary Experts
- Prospect Community
  - Create Much More Value Than You Harvest
  - Err on Side of Caution in Marketing Yourself
  - Listen for Emerging Problems & Hot Topics

Roll Your Own: Bootstrappers Breakfast Example

- In Person: 7:30AM Three Times a Month
  - Serious Conversation
  - Bootstrapping Technology Entrepreneurs
  - Some Times a Speaker (Not A Sponsor)
- www.BootstrappersBreakfast.com
  - Other Networks: LinkedIn, Meetup, Facebook
  - Website, Blog, Wiki
  - E-Newsletter: Member Announcements

About SKMurphy, Inc.

- We Offer Strategy and Business Development Consulting & Products
- Our Focus is on Software Entrepreneurs
- We Help Them Find
  - Early Customers / Early References
  - Early Revenue