

Sami Meira and Filipe Boni

ATTENDANCE BONUS

THE 3 STEPS TO INFLUENCE YOUR MARKET WITH GREEN BUILDING STRATEGIES

Thank you for registering in the webinar "3 Steps to Influence Your Market with Green Building Strategies".

As you learned in the webinar, build a positioning is one of the best ways for those looking for growth in green building practices.

But, there are several "holes" in this process that damages the growth of green building professionals. They can't find a way to invest in themselves to keep growing, because they can't find the strategies and measures to do this consistently.

Filipe and I shared 3 Key Steps that can double or even triple the results of your influence in green building strategies:

- ✓ Establish your positioning creating an educational event
- ✓ Get the immediate and long-term ROI from it
- ✓ Make an over-delivery to turn customers into fans who will boost the next cycles

Key #1.

Establish your positioning creating an educational event

To have a proper positioning, you need to pass your message in a powerful way to your market.

The first step is to find the people who want to hear your message. They will be the people who will be the basis for your growth and all that will follow.

We need to create a suitable environment to deliver this message. I believe that the best way for you to pass on your sustainable message is through events.

3 STEPS TO INFLUENCE YOUR MARKET WITH GREEN BUILDING STRATEGIES

If you have the right audience, get intense attention from them through an event, and deliver your message with full attention... your outcome can be explosive. And the good news is that you can do that easily using the internet today.

One example is our Sustainable Architecture Week. In it, we present for free for three days several ways that architects and engineers can grow, making projects more sustainable.

And the good news is that you can do just that too, starting with a small investment and keep growing little by little. You can get a massive result in your region in the short or long term, getting more and more people more and more interested in your sustainable message.

Over time, if you have a positive message, you can filter and grow your perfect audience through sampling and algorithms. Doing this, you will educate your market with real power through these events, growing your influence on the sustainable market with consistency.

Key #2.

Get the immediate and long-term ROI from it

The second thing you need to influence the green building market is to get a return on your investment.

Therefore, you must know how to measure the return on your investment. And I separate this return into two parts.

1. Immediate return
2. Long-term return.

What do you want to achieve with your sustainable action? Get more projects? Get consulting with your audience? Sell some training?

You need to define an immediate result.

However, it is not the short-term return that interests us. It is the return we aim to keep the company running, paying for itself, and generating profit.

We are interested in the long-term return of our brand.

But... the long-term return does not happen overnight.

It takes investment and time to make it work, but if you do this right, it will occur exponentially. It will be a force that naturally propels you within your market, increasing your sphere of influence.

And every time you deliver your message, long-term people will be there to speak well of you and your services, generating the trust needed for new customers to work with you.

In short, you need to make your growth practices viable in the short-term but seek long-return. It is the mechanism you need to master. Otherwise, you can't broaden your position and get lost in the middle.

Don't rely solely on luck to influence your market.

Key #3.

Make an over-delivery to turn customers into fans who will boost the next cycles

After you have influenced your market, you can define an immediate profit-making strategy and leave the long-term profit act over time. It's time to make a memorable delivery to your customers.

The memorable delivery is what will perpetuate everything you have done before, and boost your results every time you put this 3-step wheel to spin.

But how do you make this third stage work masterfully?

To turn clients into fans, I don't know a better way than the over-delivery concept. In this strategy, we will deliver something more in our products or services. Something that makes the experience with your client memorable and lasting for years to come.

A memorable delivery activates a powerful reciprocity mental trigger and impacts the whole group of people that involves your client, for years and years.

In our company, at least 30% of new work comes from indications from former students — people who have invested in sustainability and have seen a positive result in learning from us. And what I suggest to you is that you also put your over-delivery strategy to work.

And what can an over-delivery be? Well, it depends on your service or product. At UGREEN trainings, it's sometimes a secret module, with classes as valuable as those announced in our courses.

They are usually classes that will make the practice link with the real world, accelerating our clients' results. Or they can be live classes to clear doubts.

In consultancies, it's usually an extra step, or even training users on green building strategies.

Sometimes it can be just a little push. A few positive words for those in the middle of a process with you. Or a small gift.

Don't underestimate the power that this can cause in your clients.

3 STEPS TO INFLUENCE YOUR MARKET WITH GREEN BUILDING STRATEGIES

So that's it.

The 3 Steps to Influence Your Market With Green Building Strategies.

As we talked about on the webinar, some actions people are currently using to create growth in green building works well.

But it could work even better. They could be making even MORE.

There will come a day when you'll remember this very moment, and you'll want to put this stuff into action as you prepare for your growth.

And that's why we'd like to invite you to join us in the exclusive Green Business Blueprint.

It is the complete step-by-step formula for creating, building, and scaling profitable green businesses.

bit.ly/green-business-blueprint

Sami Meira and Filipe Boni