

N°RDERS

WORKBOOK



N°RDERS

BE OPEN

MINDED

Questions

- A.** In the context of building your new solution to solve the new customer pain point:
- B.** Plan moderate procrastination for your team
- i. Choose one book, an article, an event or a webinar for your team to read, listen, watch or attend together. The only rule is that this can't be directly about your industry or market.
 - ii. Organize a non-work event for your team. This can be a walk in nature, a day on a boat or a digital game night if your team is in different locations. Get creative, but just make sure that the official agenda doesn't include work (trust us, it will get businessy organically).

N°RDERS

- C.** Share your doubts and fears
 - i. Organize a moment, an official one during the work hours and or an unofficial one for example during your moderate procrastination phase, where everyone can openly share what their doubts and fears are. The more personal the better, so be sure to create a safe space for everyone. It often helps if the leaders lead by example, but their full support and sincere curiosity is required..
- D.** Execute bad ideas
 - i. Use your existing project management tool or implement a new one (at Norders we use Asana that offers a free version that goes a long way) and start brainstorming and launching bad ideas.
 - ii. A key here is to involve everyone equally, let individuals dictate their KPI's and allow the team hold each other accountable.

Want to join forces with the experienced, creative and diverse Norders family to help your team get innovative?

We've built an airtight formula called Discovery to systematically do just that.

Read more about our Discovery process and book a free consultation meeting with us at

[Norders.agency/services](https://norders.agency/services)



N°RDERS

INNOVATE

Build your new solution to solve the problem.

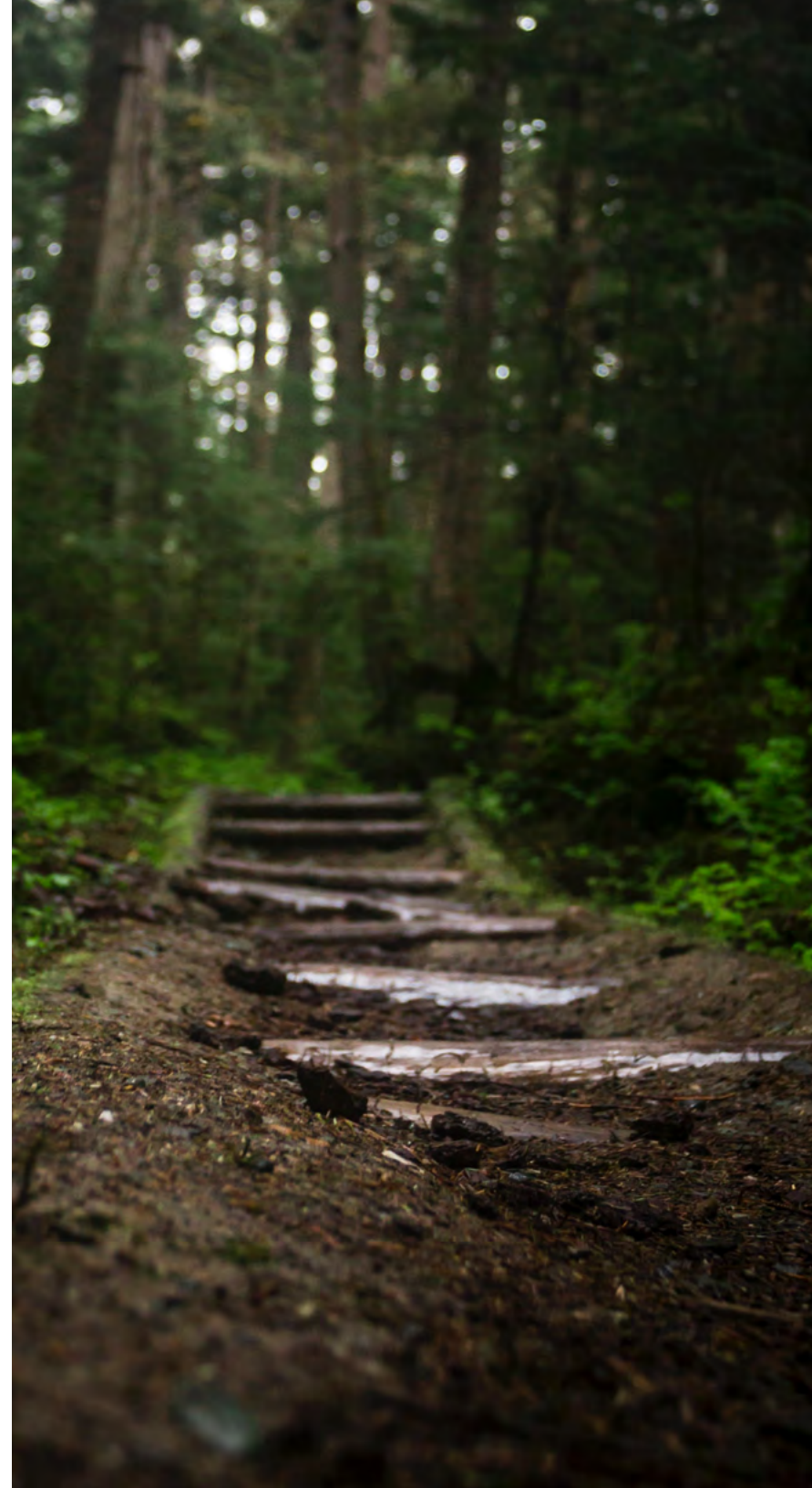
4

Questions

- A.** In the context of building your new solution to solve the new customer pain point:
- B.** Plan moderate procrastination for your team
- i. Choose one book, an article, an event or a webinar for your team to read, listen, watch or attend together. The only rule is that this can't be directly about your industry or market.
 - ii. Organize a non-work event for your team. This can be a walk in nature, a day on a boat or a digital game night if your team is in different locations. Get creative, but just make sure that the official agenda doesn't include work (trust us, it will get businessy organically).

N°RDERS

- C. Share your doubts and fears
 - i. Organize a moment, an official one during the work hours and or an unofficial one for example during your moderate procrastination phase, where everyone can openly share what their doubts and fears are. The more personal the better, so be sure to create a safe space for everyone. It often helps if the leaders lead by



N°RDERS

INNOVATE

Define your goals and KPIs

Set your OKRs

A. Set your objective

1. What is your brand's why*?
 - i. "A compelling sense of why can be the launchpad of our objectives, that are significant, action oriented, inspiring and a kind of vaccine against fuzzy thinking" – John Doerr
 - ii. Write your Objective or you Why here:
 - North Star:

NºRDERS

- B.** Define your three but no more than five key results to reach the objective
- i. KRs are specific and time bound, aggressive yet real realistic, measurable and verifiable.
 - ii. Write your Key Results here:

1.

2.

3.

4.

5.

- C.** Start with a tool to implement your brands OKRs

- i. We highly recommend Asana, which has an easy to use built-in OKR tool.

Read more at <https://asana.com/resources/setting-okrs>

- ii. If you want to start light then you can get started with Notion, Excel or Google Sheets. Read more about adapting OKR process in of these tools with free templates at

<https://blog.weekdone.com/okr-templates-examples-how-to-write-great-objectives-and-key-results-free-excel-and-word-templates/>

N°RDERS

REACH

**Demonstrate expertise
with validated influencers.**

**Do a shortlist of at least 6 influencers that
you ideal customer type trust and follow**

A. Here is how

- i. Write down what your ideal customer is like
- ii. Find at least 9 people representing your ideal customer type and ask them who they admire and respect

N°RDERS

- iii. Additionally (or if you can't reach your ideal customer type)
 - Find your ideal customer type on Instagram and see who they follow and point out industry influencers from that list.
 - Search your key topics as hashtags on the following channels and see which influencers stand out with large followings and engaging content
 - » LinkedIn
 - » YouTube
 - » Feedly
- iv. Test the influencers with your team and close network to make sure these influencers are good representatives for your brand



N°RDERS

REACH

Write a targeted copy

- A.** Start building the copy for your new solution by freely writing what comes to your mind (this means don't overthink it, the purpose of this part is to get started quickly and gather material for later curation)

What is the new customer pain point?

What is your solution to solve it?

How can the customer get the solution?

N°RDERS

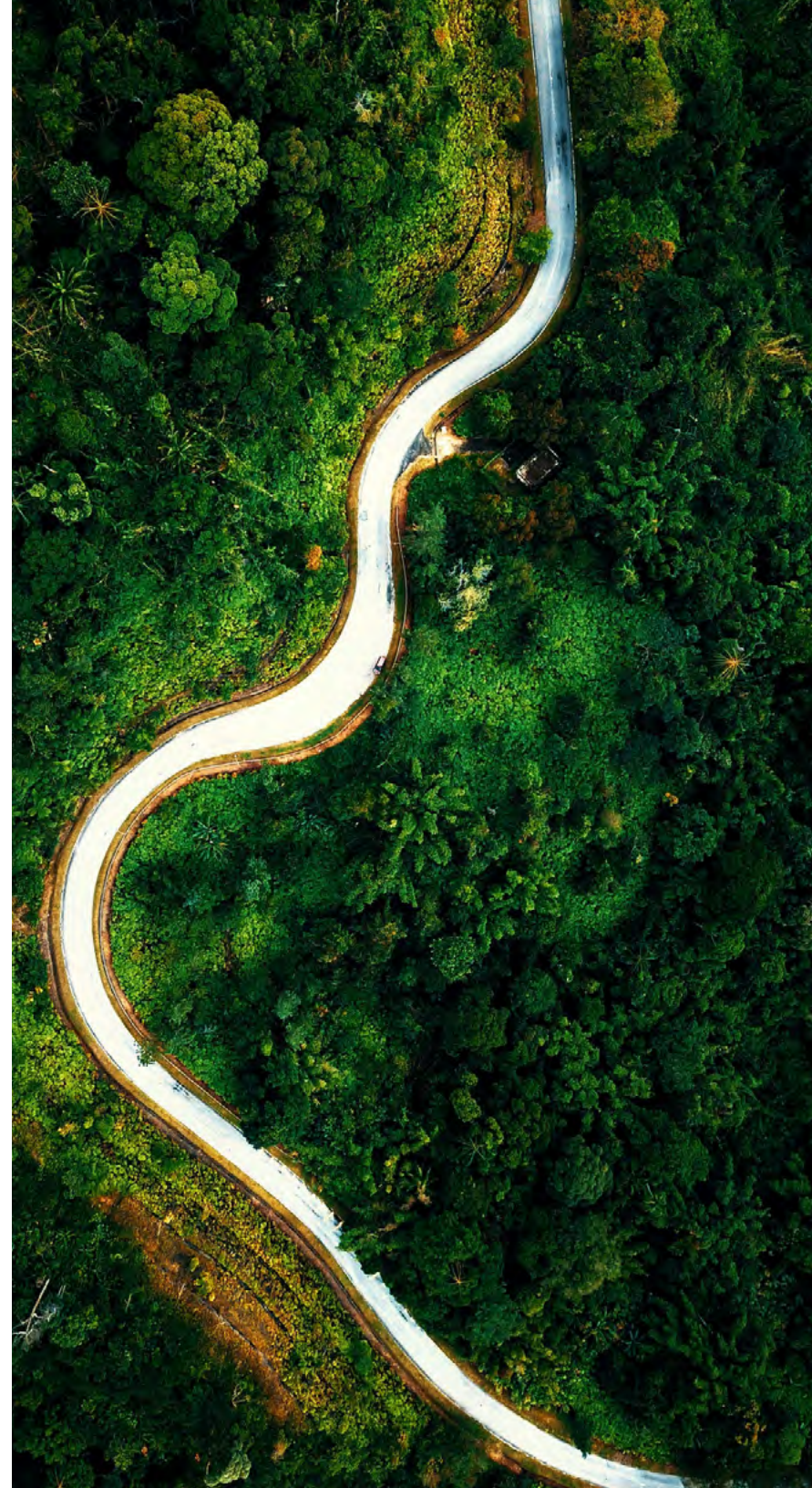
What will the customer's life be like after the solution?

How can we prove or demonstrate the solution?

B. Ok great, good job, now celebrate some, but keep it brief and energizing and then let's write down the copy

i. Core messages

- What is the customer pain point?



N°RDERS

COMPASSION

Produce win-win-win
collaborative content

12

Gary Vee's Pillar Content Framework

- A.** Familiarize yourself with Gary Vee's Pillar Content Framework: <https://www.garyvaynerchuk.com/the-garyvee-content-strategy-how-to-grow-and-distribute-your-brands-social-media-content/>
- B.** Now first list your pillar content ideas, and then shortlist them into one that you feel the best about in terms of content quality and production possibilities (we might not want to start planning Hollywood movies....just yet). And remember to double check it to fill both the modular and the win-win-win formulas.
 - 1.
 - 2.
 - 3.

N°RDERS

C. Next break your pillar content into micro content. Think of your pillar content in small chunks and slice it into concrete and valuable pieces. You can use a simple Google Sheet for this.

D. Last but definitely not least list your distribution channels and execution strategy. See that you have the tools and personnel in place that the distribution requires.

1.

2.

3.



COMPASSION

Build a simple and non-offensive landing page

The Simple Norders Landing Page Structure

Header

- Keep the standard header from your website for easy navigation and further exploration
-

Hero

- Title that tells in one sentence what the page provides
 - Subtitle to briefly explain the steps and the outcome
 - Video to set the tone and inspire
 - CTA to start the process
-

Story part

- In the middle of the landing page utilize the Building the Story Brand -framework (<https://buildingastorybrand.com/episode-65/>) to help the visitor get excited, understand the new possibilities and guide to take massive action with your brand
- For this use videos, images and simple statements instead of long paragraphs
- Make it trustworthy with testimonials and data

N°RDERS

Recap

- Highlight the offering once again by saying as little as possible
 - For this you can use bulleted or numbered lists or tables with clear visuals
-

Strong CTA

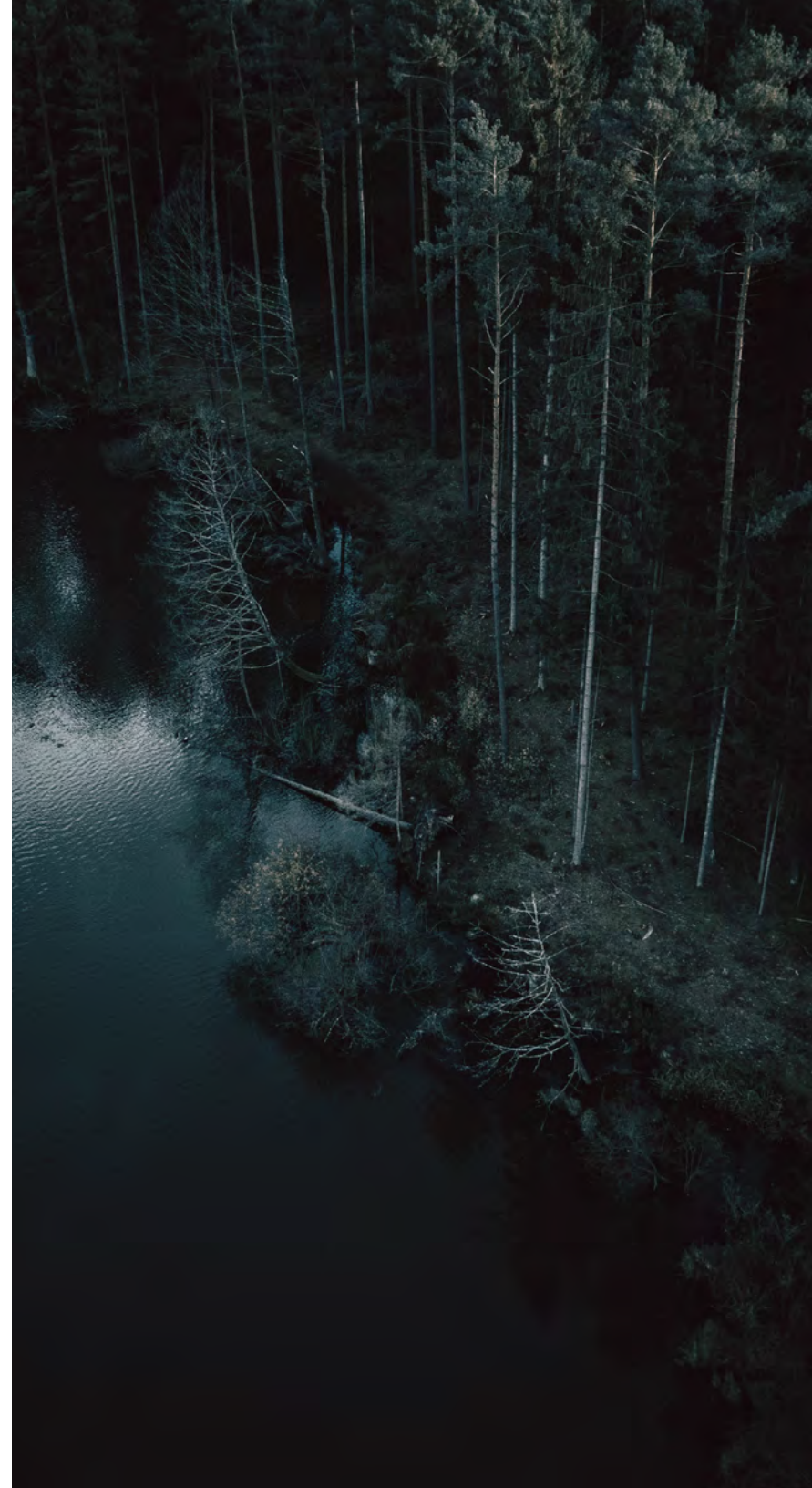
- Tell your client what they need to do to start removing their pain point and ask for the required information for you to do so
-

Footer

- Keep the standard footer from your website for easy navigation and further exploration
-

For a style reference we encourage to go back and give the landing page of this campaign a close and analytical look

- <https://www.norders.agency/10-nordic-steps-for-growth>



TRUST

Leverage the influencers to
get the attention of the right
people at the right time

- A. The 3-part to-do list for your content distribution to be a success
 - i. Trust your influencers and other personal brands to maximize their reach in their channels
 - ii. Synchronize the posts in your own channels with the schedule of the influencers and boost the posts with paid ads
 - iii. Elevate the content by reaching out to contacts with it, asking questions in your posts, replying to answers and feeding the flywheel of comments among all the posts.

TRUST

Analyze and optimize

- A.** For your team to maximize the benefits of analyzing optimizing first pull back and make easily available your OKRs that you set up in step 3.
- i. If your campaign is has a lot variables and channels we recommend investing in a tool like Supermetrics (<https://supermetrics.com/>) or Databox (<https://databox.com/>) (we at Norders trust Databox)
 - ii. But you can also get easily started by pulling easy-to-read data from the digital tools used for your campaign. For these contact your responsible campaign managers to help you set up relevant dashboards with Google's, Facebook's or other platforms.
 - iii. Alternatively you can always book a meeting (<https://calendly.com/sonja-hayha/30min>) with Norders sales team so we can help you set up the right visual dashboards for your brand to make the most out of analyzing and optimizing possibilities.

N°RDERS

SUSTAIN- ABILITY

Fly the wheel

- A.** Now it's time to put the pedal to the metal.
- B.** We're now on our path to converting a new audience into new customers.
- C.** But this is where the real growth is just starting.
- D.** We want to create a flywheel, where we elevate our new customers into loyal superfans by providing them with more of our problem solving and life enhancing products and services.
- E.** To get this flywheel going let us help you brainstorm your story further.
- F.** To do this book a free 30-minute flywheel strategy session where we'll show you the unmatched system for next level extraordinary growth. 🙌
- G.** <https://calendly.com/joonasky/strategy-session>