

LEARN TO FLY FISH

A 10 STEP METAPHOR FOR ECOMMERCE SUCCESS

STEP 1

THE BEGINNING

SO YOU'VE DECIDED YOU'RE READY TO EMBARK ON AN ADVENTURE, BUT FIRST YOU'VE GOT TO DEFINE YOUR GOALS.

YOU WANT TO LEARN TO FLY FISH

START AN ECOMM BUSINESS

STEP 2

GETTING READY

OKAY, YOU'VE GOT YOUR GOALS. NOW IT'S TIME TO GET IN TOUCH WITH YOUR SURROUNDINGS.

WHAT SEASON IS IT? WHAT FISH ARE IN LOCATION YOU'VE CHOSEN? WHAT'S THE WATER TEMPERATURE LIKE THIS TIME OF YEAR?

WHAT THE ECONOMY LIKE? WHAT ECOMM TRENDS ARE HAPPENING? WHAT DOES YOUR DESIRED MARKET LOOK LIKE?

STEP 3

GETTING STARTED

GOALS? CHECK. ENVIRONMENT? GOT IT. NEXT, YOU NEED THE RIGHT TOOLS.

THE RIGHT ROD, FLIES, WADERS, ETC. PERHAPS YOU ALSO NEED A GUIDE.

THE RIGHT TECHNOLOGY, TOOLS AND TEAM. A MENTOR MIGHT ALSO BE A USEFUL ADDITION.

STEP 4

GETTING STARTED

IT'S FINALLY TIME TO GET STARTED! BUT... HOW?

1 NYMPHING IS A GREAT FUNDAMENTAL TACTIC.

1 EMAIL MARKETING AND ORGANIC SOCIAL ARE A GOOD PLACE TO START.

2 MOVE FROM NYMPHING TO SOMETHING THAT TAKES A LITTLE MORE SKILL - LIKE DRY FLIES.

2 BRANCH OUT FROM THE BASICS.

3 PUT YOUR SKILLS TO WORK AND MOVE ON TO EMERGERS.

3 NAIL DOWN YOUR BRAND VOICE WITH SOME SOLID STORYTELLING.

STEP 5

VALIDATION

YOU DID IT! YOU'VE HAD YOUR FIRST BIG SUCCESS, AND NOW YOU HAVE A TASTE FOR IT.

YOU MAKE YOUR FIRST BIG FIRST CATCH

YOU LAND A BIG SALE OR CLIENT

STEP 6

MAKING MISTAKES

IT WON'T ALL BE SUNNY DAYS AND QUIET RIVERS, THOUGH. YOU WILL MAKE MISTAKES ALONG THE WAY.

HA. NO WAY

HA. NO WAY

YOUR FISH KICKS OFF THE LINE, OR YOU DON'T CATCH ANYTHING.

YOU MAKE AN BUSINESS FUMBLE, OR CUSTOMERS AREN'T BITING (PUN INTENDED).

STEP 7

MOVING ON

THE MORE YOU PRACTICE, THE MORE YOU'LL LEARN AND IMPROVE. YOU'LL MOVE UP TO BIGGER OPPORTUNITIES.

YOU'LL GET TO FISH BIGGER, TOUGHER LOCATIONS WITH MORE COMPETITION.

YOU'LL LAND BIGGER CLIENTS, AND MAKE BIGGER SALES.

STEP 8

COMPETITION

AS YOU CONTINUE TO GROW, SO WILL YOUR COMPETITION. YOUR TARGETS WILL GET SMARTER, AND YOU'LL NEED TO DIFFERENTIATE YOUR OFFERINGS.

EXPERIMENT WITH NEW FLIES AND TECHNIQUES THAT MAKE YOUR BAIT LOOK TASTIER THAN WHAT OTHERS ARE CASTING.

OFFER BETTER PRODUCTS OR UNIQUE SERVICES. FIND YOUR NICHE IN THE MARKET TO SET YOU APART.

STEP 9

GETTING GRANULAR

YOU HAVE THE EXPERIENCE, NOW IT'S TIME TO GET INTO THE NITTY GRITTY.

EW WWWWWW

A B

ANALYZE THE STOMACH CONTENTS OF YOUR CATCH AND ADJUST YOUR FLIES TO REFLECT WHAT THEY'RE BITING.

DIG INTO DATA, DO YOUR RESEARCH AND DIVE DEEP INTO YOUR MARKET BY LISTENING AS OPPOSED TO CASTING A WIDE NET. USE A/B TESTING TO ITERATE AND FIND WHAT YOUR AUDIENCE WANTS.

STEP 10

BE THE GUIDE

BY NOW, YOU KNOW WHAT YOU'RE DOING YOU'RE AN EXPERT IN YOUR FIELD.

YOU'RE THE GUIDE FOR OTHERS NEW THIS FLY FISHING THING.

YOU'RE AN ECOMM EXPERT IN YOUR NICHE, AND OTHERS LOOK TO YOU FOR THOUGHT LEADERSHIP, CONNECTIONS, AND SKILLS.

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