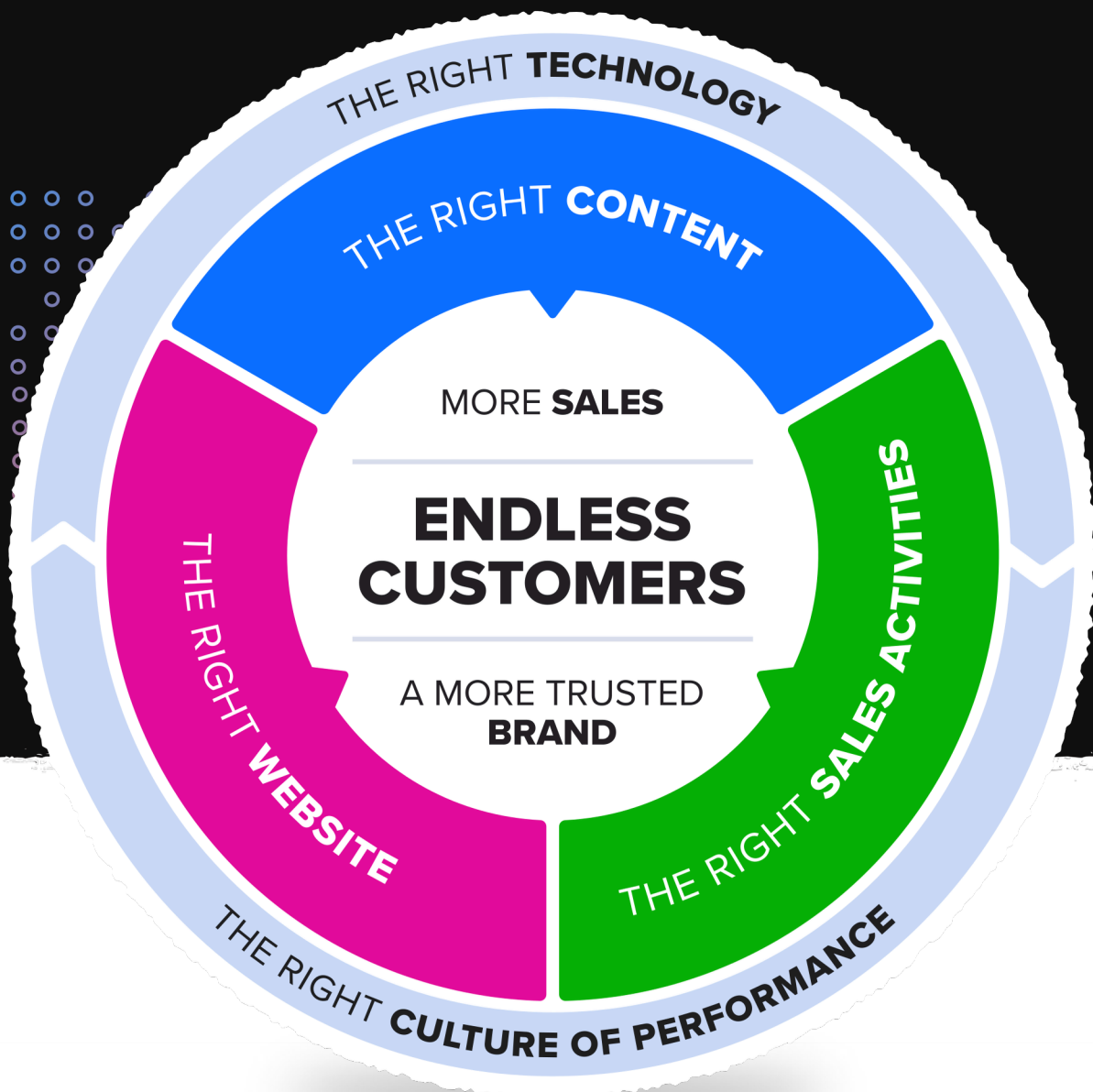


# The Endless Customers Pre-Launch Guide

7 Steps to Get Started Now



# Congratulations!

You've just pre-ordered your copy of *Endless Customers*, which means you're one step closer to transforming your business and how consumers experience your brand.

Whether you're struggling to grow or want to safeguard your current success, it all starts with rethinking trust, transparency, and customer relationships. It means being willing to do what your competitors won't even consider when it comes to marketing and sales.

I've spent years developing a proven system that works across platforms, technologies, and trends so that every business can achieve long-term, sustainable growth, no matter how the landscape shifts.

*Endless Customers* ships on April 15, but there's work you can do right now to set yourself up for success the moment your copy arrives.

This guide is designed to help you take action immediately. What you'll notice is that much of it focuses on getting your team aligned around a shared vision. I've seen many businesses succeed with *Endless Customers*, but I've also seen others struggle. The biggest reason for failure? They didn't secure full team buy-in before they started.

But don't worry, you don't have to do this alone. My company, [IMPACT](#), has helped countless businesses implement *Endless Customers* at the highest level.

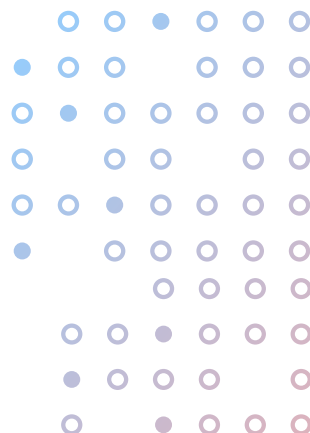
One of the best ways to stay on track is by joining the [IMPACT+ community](#), where you can connect with others on the same journey, access exclusive resources, and get expert guidance.

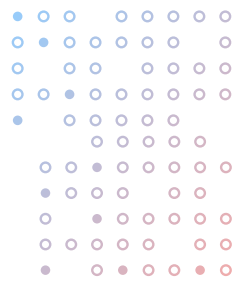
If you ever need personalized help, you can also schedule a call with an IMPACT coach anytime.

Let's get to work,



Marcus Sheridan  
Author of *Endless Customers* and Partner, IMPACT





# Get Your Team Aligned Around Endless Customers

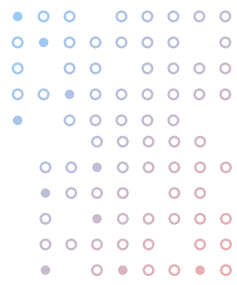
We've worked with countless companies that were eager to implement Endless Customers, but the ones that saw real success all had one thing in common, alignment from the start. If leadership, sales, and marketing aren't fully on board, even the best strategies won't gain traction.

**Success with Endless Customers starts with team alignment.**

When everyone shares a clear vision, execution becomes smoother, trust with customers deepens, and the entire company moves in the same direction. A shared vision ensures everyone understands their role in making Endless Customers a success.

## Your Action Items:

- Listen to "[Sales and Marketing Alignment: Creating a Culture Focused on Growth](#)" on the Endless Customers podcast.
- Have your team take the Endless Customers Masterclass. (Coming to IMPACT+ in March of 2025)
- Schedule a discussion with your team to explore key takeaways.



# Bring Sales and Marketing Together for Maximum Impact

Too often, marketing creates content in a vacuum, disconnected from what customers actually want to know. Meanwhile, sales teams struggle to find the right resources to educate and convert prospects. The solution? Bringing sales and marketing together as a single, aligned team.

Your sales team is on the front lines—they hear objections, concerns, and questions from buyers daily. Their insights should shape your content strategy. By forming a Revenue Team (a cross-functional meeting between sales and marketing), you ensure your content is always addressing real buyer concerns and directly contributing to revenue growth.

## Your Action Items:

- Read “[\*What is a Revenue Team?\*](#)” to understand how to align sales and marketing.
- Schedule weekly or bi-weekly revenue team meetings. [\*Watch this video\*](#) to learn how to run a revenue team meeting.
- Collect the top 10-15 questions sales hears from prospects and prioritize them for content.



# Identify Content That Drives Revenue

Many companies fail with their content strategy because they don't understand how content can drive sales. Endless Customers is a sales-first approach, meaning your content must be created with the goal of moving prospects closer to a buying decision. There are five topic areas that drive more revenue than any others, no matter the industry.

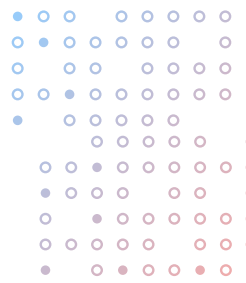
These are called The Big 5:

1. **Pricing & Cost:** How much does your product/service cost? What factors affect it?
2. **Problems:** What are the common issues with your product/service?
3. **Comparisons:** How does your product or service compare to other options?
4. **Reviews & Testimonials:** What do your customers say?
5. **Best in Class:** What is the best solution available?

When buyers are close to making a decision, they crave transparency. The more openly you answer these key questions, the more trust you build, and the easier it is to convert prospects into customers.

## Your Action Items:

- Listen to "[\*How to Create Content Your Buyers Actually Need with Marcus Sheridan\*](#)" on the Endless Customers podcast.
- Brainstorm at least 10 content ideas (articles and video) based on The Big 5 framework and assign subject matter experts to each one.
- Listen to the "[\*Results Driven Content\*](#)" episode of the Endless Customers podcast.



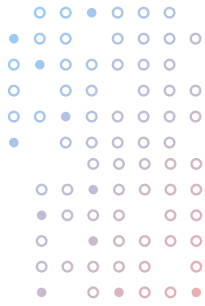
# Build Your Content Execution Plan

Having content ideas isn't enough, you need a structured system to turn those ideas into valuable content that drives results. Without a clear plan, even the best ideas can stall. A well-organized execution strategy ensures consistency, accountability, and measurable success.

To build an effective content execution plan, start by mapping out a quarterly content calendar using The Big 5 framework. Assign clear responsibilities for content creation, ensure deadlines are met, and continuously monitor performance. Consistency is key! Schedule regular reviews to help refine your strategy and improve results over time.

## Your Action Items:

- Use The Big 5 framework to create a quarterly content calendar.
- Assign content creation responsibilities across your team.
- Listen to "[\*Results-Driven Content\*](#)" on the Endless Customers podcast to learn how to track the performance of your content.



# Create a System for Accountability and Implementation

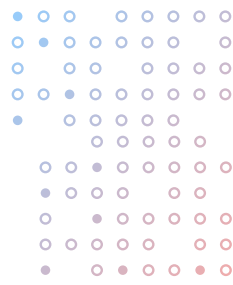
Success with Endless Customers isn't just about getting started, it's about sustaining momentum. Without accountability, even the best strategies can lose traction over time. Companies that see lasting success build systems that ensure consistent execution, track progress, and encourage continuous improvement.

By establishing a structured review process, assigning clear ownership, and leveraging community support, you can create a culture of accountability that keeps your team focused and moving forward.

## Your Action Items:

- ☐ Set up monthly strategy reviews with your leadership team
- ☐ Assign a team member to oversee implementation and track progress.
- ☐ Use IMPACT+ to stay connected with the community for ongoing support throughout your journey.

## Step 6



# Use AI to Streamline Your Strategy

AI isn't here to replace your team, but it will make them more effective. Whether it's accelerating content creation, personalizing customer interactions, or automating repetitive tasks, AI is a powerful tool that can help you implement Endless Customers faster and more efficiently.

However, many businesses fail with AI because they don't integrate it effectively into their processes. Instead of treating AI as a separate initiative, incorporate it into your content creation, sales enablement, and customer communication strategies to maximize its impact.

### Your Action Items:

- Read Introduction to "[\*AI for Business Leaders and Employees\*](#)" by IMPACT CEO Bob Ruffolo.

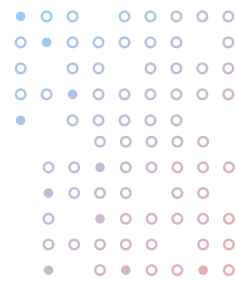
- Listen to "[\*AI for Businesses: 6 Steps All CEOs Should Take\*](#)" on the Endless Customers podcast.

- Listen to the Endless Customers Podcast episode, "[\*6 Smart Ways to Speed Up Your Content Creation with AI\*](#)"

- Check out [\*our custom Endless Customers GPT\*](#), which reviews your content based on The Big 5 best practices to ensure it meets your buyers' needs

- Test AI tools and require your team to experiment with at least one new tool per month.

## Step 7



# Register for IMPACT Live: The In-Person Endless Customers Event

I can't stress enough the importance of having company-wide buy-in. That's why I've created the only event where Endless Customers practitioners come together, in person, for three days of education centered around this proven system.

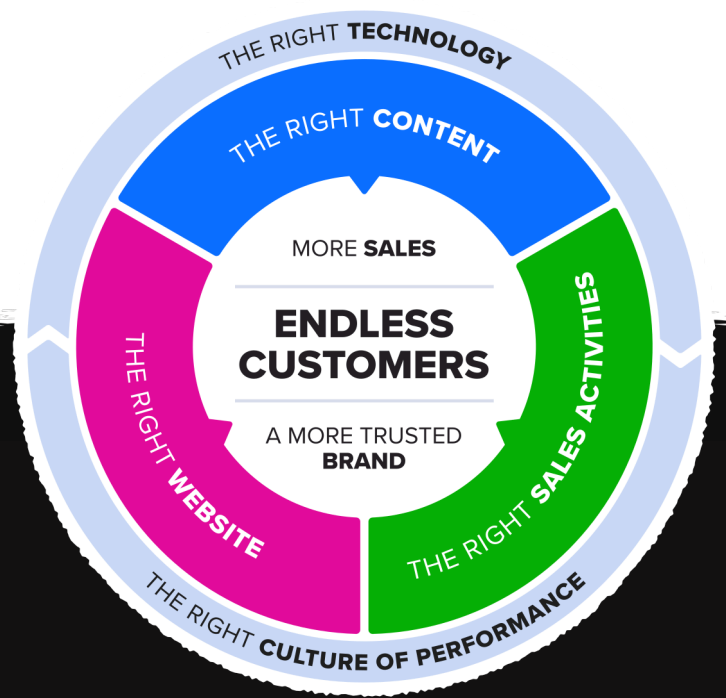
Whether you're just getting started on your journey or a seasoned pro, this event is for YOU. The team and I will cover the latest strategies but you'll also hear from companies like yours who are knocking it out of the park with Endless Customers and seeing significant business growth.

Bring your team so you can all get inspired together, create a shared vision for what's possible, and take home unlimited ideas for the months ahead. **The next event is happening April 14-16, 2025**, in Chicago and will feature a special **book launch celebration**.

[Learn more here](#), and register now! Since you pre-ordered the book you received an additional discount on your ticket. Be sure to check your email for that discount code or email [events@impactplus.com](mailto:events@impactplus.com) for help. I can't wait to meet you in person!



See what **IMPACT**  
Live is all about!



## Congratulations!

The path to becoming the most known and trusted brand in your market isn't easy. It requires more than just answering customer questions, it demands a fundamental shift in how you think about your relationship with your market. But for those willing to embrace this change, the reward is nothing less than what the title promises: Endless Customers.

Congratulations on completing the Endless Customers Pre-Launch Guide! You've built momentum, and soon enough, you'll start a movement throughout your company.

As you wait for your copy of the book to arrive, refer back to this guide, track your progress, and stay engaged with [the Endless Customers community](#) to keep yourself accountable.