

# **Key Principles Of Being A 'Franchise Player' In Business – With Todd Staples**

This workbook is based on an interview with digital marketing guru, Todd, who shares his insights on how to harness the power of Google Analytics and customer surveys to optimize business conversions.

Understanding and applying these strategies is crucial to unlocking your online business potential, boosting conversions, and surpassing your competitors.

Implementing the exercises in this workbook will provide you with hands-on experience in data analysis and customer feedback interpretation, leading to a more successful, customer-driven business.

## **Quote to remember from the Interview**

Todd's insightful words underscore the importance of Google Analytics: "Google Analytics is a beast but here's a theory, look for odd ball numbers. Things that jump out at you as being different."

## **What You'll Learn From the Activity**

This activity set will reinforce understanding the basics of Google Analytics, emphasize the significance of unusual data, help in navigating customer surveys, and apply these learnings to real-life business scenarios. Essentially, these exercises equip you with the skills to optimize your business through data-driven decisions.

**Activity**

How would you define Google Analytics in your own words?

Do you currently use Google Analytics for your business or personal blog?  
If so, how has it impacted your work?

List three key takeaways from Todd's approach to Google Analytics.

Provide an example of 'odd ball numbers' you might find in Google Analytics.

Why are these 'odd ball numbers' significant?

Reflect on the quote "Google Analytics is a beast but here's a theory, look for odd ball numbers.". How can this change the way you view analytics?

From your viewpoint, why is it important not to get overwhelmed by the vast information available on Google Analytics?

Write a brief plan on how you can better manage the information from Google Analytics.

Imagine you have identified an anomaly in your analytics. What steps would you take to investigate it?

Todd talks about the importance of understanding what each metric represents. Select a metric from Google Analytics and explain its importance.

In your own words, explain what Conversion Rate Optimization is. Elaborate on the importance of regular usability testing on your site.

If you don't have a budget for usability testing, how would you still carry it out?

Reflect on the statement "Do usability testing on your site. It will radically change your business". How does it apply to your own situation?

Write down three ways to simplify marketing from your perspective.

Explain, in your opinion, how surveying customers could benefit your business.

List five questions you would ask your customers in a survey.

According to Todd, why is it important to understand why customers prefer you over competitors?

Reflect on the quote "Sometimes, the answers will be so out of left field. That's the real magic that could change your business." What does it mean to you?

How do you see the role of Google Analytics and customer surveys in your future business development?

From all of the resources mentioned, which ones do you intend on trying? Why?

Create a 3-step action plan implementing key insights from Todd's discussion into your business operations.

Devise a goal-setting strategy based on your understanding of Todd's principles.

Fill in the blank: "The most surprising takeaway from Todd's discussion was \_\_\_\_\_".

True or false: Simplicity matters in marketing. Explain your decision.

After listening to the full interview with Todd, what actionable steps do you plan to immediately implement in your business?

How can you apply Todd's emphasis on 'odd ball numbers' in other areas of digital marketing?

Name one challenge you anticipate in implementing Todd's advice and brainstorm possible solutions.

How has this activity influenced your understanding of Google Analytics and customer surveys?

Reflect on your overall learning experience from the interview and the workbook. How will it impact your future business decisions?