

**ACTIVATE**

**LIVE**

# Breathing Life Into Boring Business Categories

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**TRUMAN'S**



# Our Agenda

1. Simplify everything.
2. Go left.
3. Get chatty with your customers.
4. Embrace your haters.



# Simplify Everything

Cognitive ease is underrated. (Well, it would be if people actually rated it.)

- You're probably over-explaining what you do
- Feature creep is real
- Customer experience can be a winding road. (It should be a straight shot.)
- You are not your customer





**K.I.S.S. Keep It Simple Stupid**

**Great advice.**

**Hurts my feelings every time**

# Go left.

Sure, be better. But be different.



- Don't swim in the sea of sameness
- Small differences matter
- Sometimes best practices are just complacency, but...
- Find out for yourself!



The Glass Is  
Always  
Cleaner

Everything  
and the  
Kitchen Sink

More  
Shower to  
You

Floors Truly



# We wrote down our dirtiest thoughts.

Mildew in the shower. Crumbs on the floor. Grease splatter on the stove. Streaks on the window. Not taking shoes off in the house. Eating in bed. If it's yellow let it mellow. Muddy paw prints. Thick dust.

## Handwritten Notes

Will the floor cleaner get ink out of vinyl floors 😬

RESOLVED Assignee:  Truman's Text Support via SMS



Thank you, worst case scenario I'll need bail money 🙄😬



Haha, well, we're not experienced with cleaning up those kinds of messes! ;)



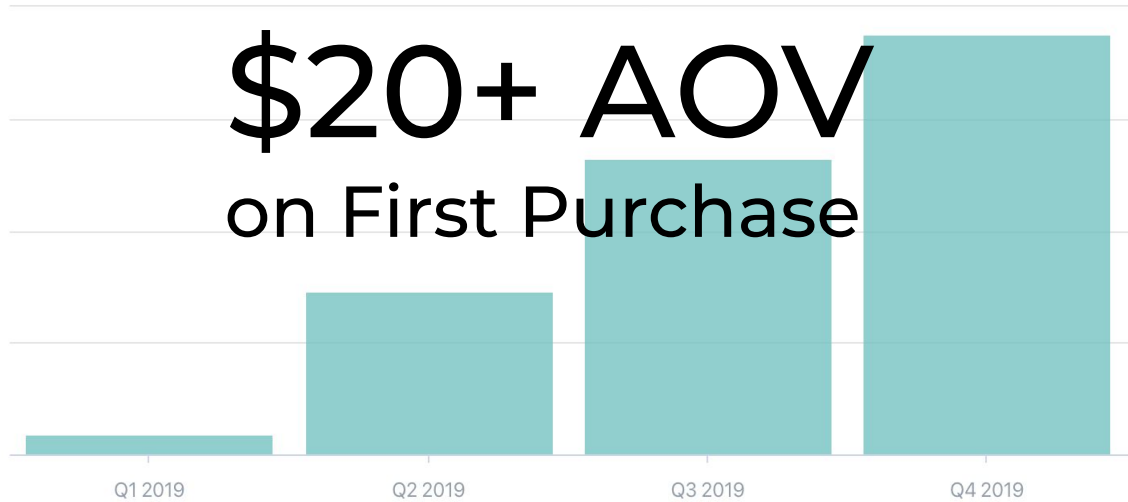
Lmao! Okay that was good!

## Texts



## Emails

## Repeat Business (\$ Revenue)





A middle-aged man with grey hair, wearing a dark suit, a light-colored striped shirt, and a dark tie, is looking directly at the camera. He is positioned behind a silver chain-link fence. The background is dark and out of focus, showing some blue and yellow lights and the silhouettes of other people, suggesting an indoor event or a party.

I stopped caring  
a long time ago.

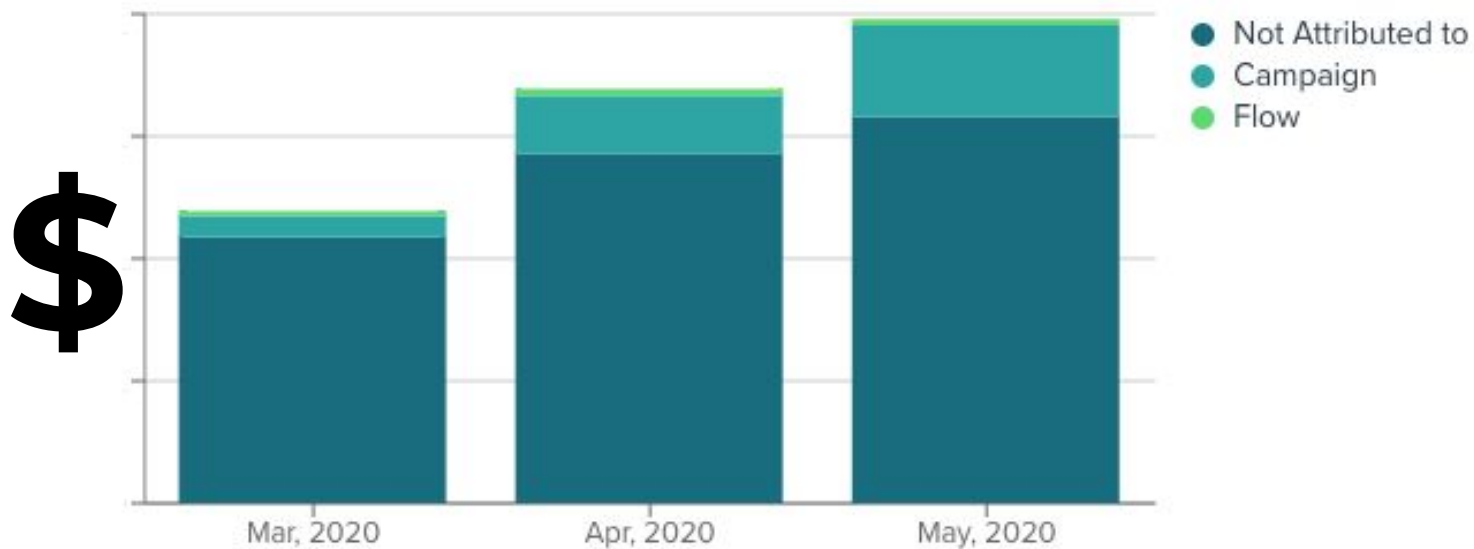
# Get Chatty With Your Customers

Or, ya know, just rely on auto-responses and recordings.

- Open the channels
- Make it a two-way conversation
- Be proactive
- Make it valuable, personal or interesting



## Revenue by Attributed to Email Type



A man with a balding head and a smug expression is leaning his head back. He is wearing a brown pinstriped suit jacket, a white dress shirt, and a patterned tie. A blue pocket square is visible in his jacket. The background consists of a window with white horizontal blinds on the left and a plain, light-colored wall on the right.

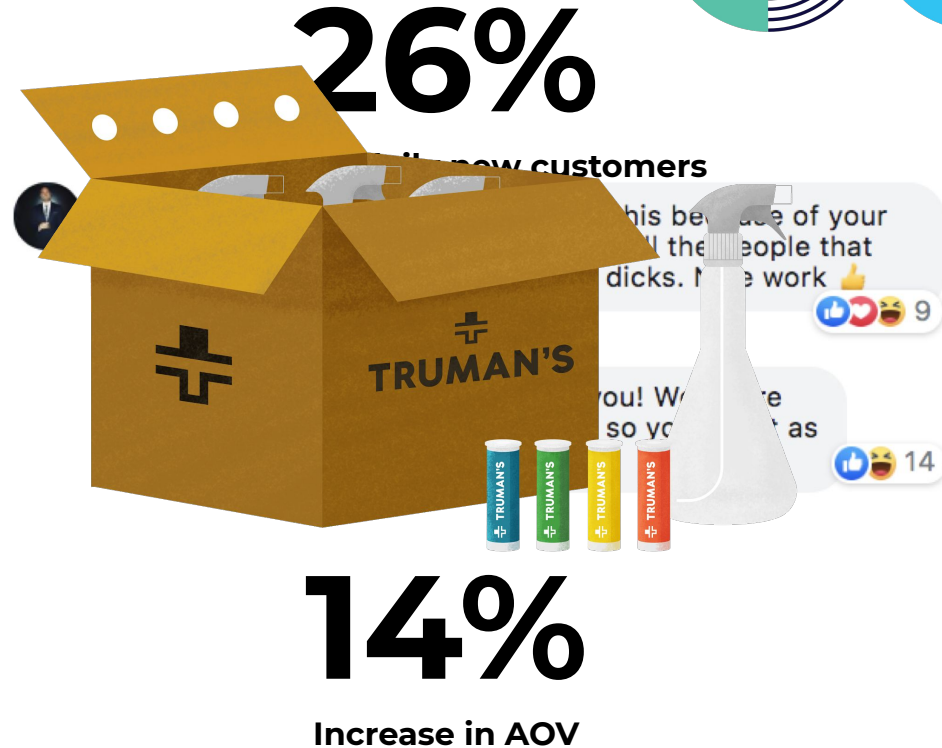
**It's only human natural**

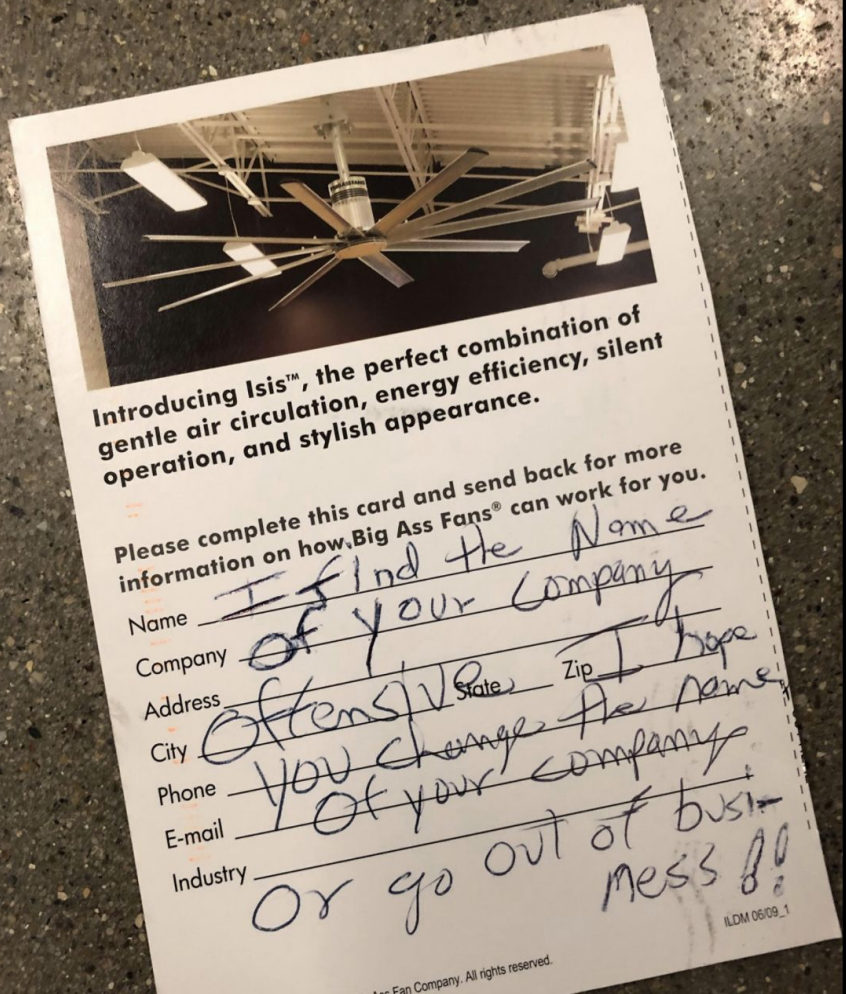


# Embrace Your Haters

You may learn something. Or just have a little fun.

- The internet can be a dark place
- Don't shy away from conflict
- Have fun with it when you DGAF
- But listen to the criticism when it's warranted





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Company of your company  
Address of your company  
City offensive State I hope Zip you change the name  
Phone of your company  
E-mail of your company  
Industry or go out of business  
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Dale Wilkinson Could I get a hat

Like · Reply · 16w



Dianne Sims I wear my Big Ass Fan hat with great pride 😊

Like · Reply · 16w



Joel Ashcroft I feel inspired to buy some Big Ass gear.

Like · Reply · 16w



Jane Schechter I love my Big Ass fan ❤️

Like · Reply · 16w



Dennis Smith She must have a big ass

Like · Reply · 16w



Sheena Kyte I find their handwriting offensive. I ma





**Sorry I annoyed you with my friendship.**

**ACTIVATE**

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# Stay Clean AF

(And Fresh)

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**Questions?**