

“HOW TO FIND THE RIGHT PEOPLE, SAY THE RIGHT THING, AND SHOW UP IN THE RIGHT PLACE”

FIRST EDITION

# \$ell IT

THE FIND IT, DESIGN IT, SELL IT SERIES

*What if every \$1 you spent  
made \$3 back?*

**BY LAYAN FARAJ**

# **Sell It**

How to Find the Right People, Say the Right Thing, and Show Up in the Right Place

***By Layan Faraj***

Copyright © 2025 Layan Faraj. All rights reserved.

All rights reserved. No part of this book may be reproduced, stored in a retrieval system, or transmitted in any form by any means—electronic, mechanical, photocopying, recording, or otherwise—without the prior written permission of the author.

### **A Personal Note from the Author**

Thank you for taking the time to read my book. It means so much to me! I'd love to hear your thoughts, feedback, or even just connect.

Feel free to reach out to me at  
[layan.faraj.business@gmail.com](mailto:layan.faraj.business@gmail.com)

Looking forward to hearing from you!

IF YOU BUILT IT, DON'T BURY IT.

IF YOU SHAPED IT, DON'T SHELVES IT.

IF IT'S REAL—THEN GO **SELL IT.**

# Table of Contents

INTRODUCTION: THE DOCTOR WALKS IN .....	12
WHAT YOU NEED TO KNOW BEFORE WE START...	
14	
WARNING! THIS BOOK ISN'T FOR EVERYONE ...	23
START WITH STRATEGIC MARKETING .....	29
QUESTION 1: WHO ARE YOU TRYING TO REACH?	
36	
CREATE A PERSONA CARD.....	37
<i>CHECKLIST: CREATE A PERSONA CARD.....</i>	43
CREATE A POSITIONING CARD.....	47
<i>CHECKLIST: CREATE A POSITIONING CARD.....</i>	52
QUESTION 2: WHAT SHOULD YOU SAY TO MAKE THEM CARE?.....	58
WHAT A MESSAGE IS?.....	60
THE ANATOMY OF A GREAT MESSAGE .....	61
FEATURES TELL. BENEFITS SELL.....	73
THE PSYCHOLOGY OF PERSUASION .....	77
THEORY: THE FUNNEL.....	81
TOP OF FUNNEL (TOFU) - AWARENESS .....	85

MIDDLE OF FUNNEL (MOFU) - CONSIDERATION ..	
93	
BOTTOM OF FUNNEL (BOFU) - DECISION .....	97
STORYTELLING MARKETING .....	102
THE CORE ELEMENTS OF A STORY THAT SELLS.....	
105	
HOW TO WRITE A STORY THAT SELLS .....	114
FILL-IN-THE-BLANK STORY FRAMEWORK.....	116
STEPS FOR CRAFTING YOUR HYPOTHESIS	
MESSAGE.....	120
STEP 1: BRING YOUR PERSONA AND	
POSITIONING CARDS .....	122
<i>CHECKLIST: BRING YOUR PERSONA AND</i>	
<i>POSITIONING CARDS .....</i>	124
STEP 2: DIVE INTO MESSAGE MINING.....	125
<i>CHECKLIST: DIVE INTO MESSAGE MINING.....</i>	137
STEP 3: CRAFT YOUR MESSAGE VARIATIONS ..	140
<i>CHECKLIST: CRAFT YOUR MESSAGE VARIATIONS..</i>	
142	
QUESTION 3: WHERE CAN YOU REACH THEM?.....	
145	
TYPES OF MARKETING CHANNELS.....	150
PAID ADS.....	151

PUBLIC RELATIONS (PR) .....	159
UNCONVENTIONAL PR .....	162
SEARCH ENGINE OPTIMIZATION (SEO) .....	167
SEARCH ENGINE MARKETING (SEM) .....	172
CONTENT MARKETING .....	174
EMAIL MARKETING .....	175
FREE TOOLS MARKETING .....	177
AFFILIATE MARKETING .....	179
EXISTING PLATFORMS .....	183
TRADE SHOWS .....	185
COMMUNITY BUILDING .....	188
WORD-OF-MOUTH MARKETING .....	192
STEPS FOR CREATING YOUR CHANNELS	
SHORTLIST .....	195
STEP 1: IDENTIFY WHERE THEY SPEND TIME .....	197
STEP 2: LEARN HOW THEY PREFER TO CONSUME CONTENT .....	200
STEP 3: ANALYZE YOUR COMPETITORS .....	205
STEP 4: BUILD YOUR MARKETING CHANNEL SHORTLIST .....	208
<i>CHECKLIST: CREATE YOUR MARKETING CHANNEL     SHORTLIST .....</i>	215

MOVE INTO TACTICAL MARKETING .....	221
STAGE 1: FIND THE RIGHT MESSAGE .....	226
STEP 0: PREPARE - MESSAGE.....	228
<i>CHECKLIST: PREPARE - MESSAGE</i> .....	239
STEP 1: TRY - MESSAGE .....	242
<i>CHECKLIST: TRY - MESSAGE</i> .....	261
STEP 2: MEASURE - MESSAGE.....	263
<i>CHECKLIST: MEASURE - MESSAGE</i> .....	267
STEP 3: LEARN - MESSAGE .....	269
<i>CHECKLIST: LEARN - MESSAGE</i> .....	273
STAGE 2: FIND THE BEST MARKETING CHANNEL..	
278	
PHASE 1: FINDING THE PRIMARY CHANNEL....	282
WHAT IS ROI? .....	284
STEP 0: PREPARE - CHANNEL .....	286
<i>CHECKLIST: PREPARE</i> .....	291
STEP 1: TRY - CHANNEL.....	293
HOW TO ADAPT YOUR MESSAGE TO THE CHANNEL.....	299
<i>CHECKLIST: TRY - CHANNEL</i> .....	303
STEP 2: MEASURE - CHANNEL .....	304

CONNECTING THE MESSAGE TO THE CHANNEL..  
307

*CHECKLIST: MEASURE - CHANNEL* ..... 319

STEP 3: LEARN - CHANNEL ..... 328

*CHECKLIST: LEARN - CHANNEL* ..... 344

PHASE 2: EVALUATING THE PRIMARY CHANNEL ...  
353

IF YOUR PRIMARY CHANNEL IS PERFECT ..... 355

IF YOUR PRIMARY CHANNEL IS IMPERFECT ..... 357

*CHECKLIST: EVALUATING YOUR PRIMARY  
MARKETING CHANNEL* ..... 359

PHASE 3: FINDING THE SECONDARY  
CHANNEL(S) ..... 361

ADDRESSING THE PRIMARY CHANNEL'S  
WEAKNESSES ..... 362

MATCHING SECONDARY CHANNELS TO THE  
PRIMARY CHANNEL'S NEEDS ..... 363

FINDING THE RIGHT SECONDARY CHANNEL:  
PREPARE, TRY, MEASURE, LEARN ..... 366

*CHECKLIST: FINDING THE SECONDARY  
CHANNEL(S)* ..... 368

AND THEN, YOU COMMIT ..... 371

*CHECKLIST: COMMIT* ..... 373

THE MARKETING METRICS DICTIONARY .....	377
WE ARE DONE .....	392
THE ROOTS.....	396
REFERENCES .....	405

“Do what you can, with what you have, where you are.”

## THEODORE ROOSEVELT

# Introduction: The Doctor Walks In



Imagine you walk into a doctor's office with chest pain.

Before asking anything, the doctor says: *“Great news! We have a limited-time bypass surgery–30% off today only. Shall I schedule you now?”*

You'd *panic*. You'd *leave*. You'd *never trust them again*.

Because good doctors don't sell—they diagnose.

They ask questions.

They run tests.

They explain what's happening, why it matters, and what your options are.

Then, and only then—when there's trust and clarity—they recommend the best course of action.

And you say yes—because it's not a pitch.

It's a solution you believe in, delivered by someone you trust.

That's exactly the mindset you need when selling.

You're not here to *push an offer*.

You're here to *diagnose a need*.

That means:

- ❖ **Understanding your audience**—who they are, what they struggle with, and what they care about.
- ❖ **Crafting a clear message**—one that speaks directly to their situation.
- ❖ **Finding the right place to reach them**—the channels where they actually listen.
- ❖ And yes, **running small tests**—to validate what works before you scale.

As you read this book and put your sales strategy into action, keep one principle front and center: **Approach sales like a doctor.**

Understand the problem before offering a solution.

# WHAT YOU NEED TO KNOW BEFORE WE START

Before we dive into Sell It, let's clarify two words you'll see again and again: *marketing* and *selling*. The easiest way to grasp them is through a simple story.

Imagine you're winding down on a Sunday morning, lounging on your couch with your phone in hand. You swipe through your feed and pause at a short video of a café you've never heard of—steam rising from a perfectly poured latte, the barista's apron embroidered with an elegant logo. You watch for a moment, and think, “That looks amazing. I want coffee like that.”

- When this happened? Before you ever considered buying—just seeing the café's story.
- How it happened? Through a polished video designed to catch your eye and spark curiosity.
- The goal? To make you aware of the café and plant the idea that their coffee is special.

That moment—when a brand shows you something appealing and makes you feel a need—that's **MARKETING**. Its job is to attract your attention, explain why you might want something, and build enough interest that you'll seek more information.

Later, still on your couch, you tap the café's profile and browse their menu. A pop-up chat window slides up:

“Hi there! Ready to try our signature latte? Order within the next hour and get free delivery.”

You hesitate: “Well... free delivery sounds good. Maybe I should order now.” You click “Order,” enter your address, and hit “Pay.”

- When this happened? After you’d seen the café and shown interest—at the point of decision.
- How it happened? With a direct prompt, an incentive (free delivery), and an easy way to buy right now.
- The goal? To turn your interest into an actual purchase.

That nudge—when a brand prompts you to take action, answers your last questions, or offers a deal—that’s **SELLING**. Its purpose is to close the gap between “I like this” and “I’m buying.”

This makes the difference between selling and marketing easier to understand.

## **SELLING**

Selling is “the process of persuading someone to buy a specific product or service.” It begins once a prospect has shown genuine interest and is weighing their options. At this stage, your job is to convert that interest into action by guiding them through any final concerns and making the purchase decision as simple as possible.

In practice, selling focuses on four key activities:

- ❖ Handling any last objections or doubts.
- ❖ Clearly explaining the benefits that matter most.
- ❖ Negotiating price or terms when needed.

- ❖ Asking directly for the sale and making it easy to complete.

## **MARKETING**

Marketing is “the process of identifying, communicating, and delivering value to a target audience.” It operates well before anyone is ready to buy, during the awareness and interest phases. Your goal with marketing is to create demand by helping people understand why they need—or might enjoy—what you offer.

Effective marketing revolves around four main pillars:

- ❖ Learning what customers truly want.
- ❖ Building awareness and sparking interest.
- ❖ Positioning your product or service so it stands out.
- ❖ Earning trust and creating desire.

## It's a Journey, Not a One-Off

Effective marketing unfolds over time. It's about guiding someone through a journey, step by step, until they're ready to buy. The best marketers don't think in isolated efforts—they think in systems.

Let's bring this idea to life with a simple example.

### **It all begins with awareness.**

Earlier, you'd been lounging on your couch on a Sunday morning when a beautifully shot video of a café appeared in your feed. Steam curled over a perfectly poured latte, the barista's apron bore an elegant logo, and in that instant you thought, "That looks incredible—I want coffee like that." That was Awareness: marketing's role to catch your eye, introduce a need, and spark curiosity without asking for anything in return.

### **From there, you move into consideration.**

A short while later, still on your couch, you tapped into the café's profile and browsed the menu, skimming customer reviews as your interest deepened. Then a chat window popped up:

"Ready to try our signature latte? Order within the next hour and get free delivery."

This was Consideration, where marketing provides information and social proof and selling adds a gentle nudge—an incentive and a clear next step—moving you from "That looks nice" to "Maybe I should order."

## Finally, you reach decision.

Finally, encouraged by free delivery, you selected your latte, clicked Order, entered your address, and hit Pay. Here, in the Decision stage, selling took over completely: a straightforward prompt, a time-sensitive benefit, and a friction-free checkout turned your interest into a purchase.

This is what's called a marketing funnel. It has three simple stages: awareness (TOFU), consideration (MOFU), and decision (BOFU). Not all your customers are in the same place—some just discovered you, some are thinking about buying, and others are ready to act. That's why your message should change based on where the customer is in the funnel.

If you want to guide someone through all three stages in one go, you can use *storytelling*. It's a simple way to grab attention, build interest, and lead to a decision—all in one smooth flow.

In this book, you'll learn how to write the right message for each stage, and how to use stories to move people from “this looks nice” to “I'm buying.”

# The Two Sides of Marketing

## Strategic Marketing

Strategic marketing is your north star—the big-picture planning that shapes every decision about which customers to pursue, what you offer them, and how you stand out. It answers questions like: Who are you trying to reach? What should you say? And where can you reach them?

Key activities include:

- ❖ Segmenting your audience and selecting your ideal target
- ❖ Defining your unique position in the customer's mind
- ❖ Conducting market research
- ❖ Choosing the right channels and messaging frameworks to fulfill your strategy

## Tactical Marketing

Tactical marketing is where the strategy hits the ground running. It's the day-to-day execution—the specific campaigns, content, and promotions you launch to move prospects closer to a purchase.

You take the insights and priorities from strategic planning and turn them into emails, social posts, search ads, landing pages, events, and more. Every piece of creative, every budget allocation, and every schedule is chosen to support your overarching goals and measured for real-time impact.

Key activities include:

- ❖ Designing and launching marketing campaigns
- ❖ Crafting content and creative assets for chosen channel
- ❖ Managing media buys, budgets, and schedules
- ❖ Monitoring performance and optimizing based on data

## What We'll Do in This Book

### Start with Strategic Marketing

#### **First, we'll lay the strategic foundation.**

We begin by sharpening the single question that everything else depends on: *Who are we trying to reach?* You'll learn how to translate vague notions like “young professionals” or “busy parents” into a vivid portrait. Together, we'll build two practical reference tools:

- ❖ A Persona Card that captures your ideal customer's beliefs, habits, motivations, and pain points, so every decision feels like a direct conversation with them.
- ❖ A Positioning Card that defines the role your product plays in that customer's life and spells out why it's the obvious choice over any alternative.

#### **Next, we'll decide what to say.**

Once your target is clear, we'll move on to crafting your message—the words and ideas that capture attention and spark action. You'll learn how to create messages that resonate—messages that pull your audience in and guide them through what's known as the marketing funnel, from awareness to consideration to purchase. By the end of this

step, you'll have a focused shortlist of message angles, each designed to speak directly to your customer's needs.

### **Then, we'll pinpoint where to say it.**

Next, we'll identify where to deliver your message. Once you know who you're speaking to and what you want to say, the next step is choosing the right stage to say it on. We'll look at where your audience already spends their time—whether that's Instagram, podcasts, newsletters, search engines, or elsewhere—and focus on the channels where they're most likely to see and engage with your message. The goal isn't to be everywhere—it's to show up in the right places at the right moments, where your offer feels timely, relevant, and impossible to ignore.

By the end of this step, you'll have a focused shortlist of high-potential marketing channels—places where your customers are already active and most likely to respond.

## **Move into Tactical Marketing**

Once your strategy is in place, it's time to shift from planning to action. However, both your messaging and your channel choices are still educated guesses. And in marketing, every experiment costs time, effort, and money—so it's essential to test before you scale.

That's why we start with small, focused experiments. These aren't full campaigns. They're lightweight, low-cost tests designed to validate your assumptions. Can a 15-second Instagram Reel actually generate engagement? Will your newsletter headline get people to sign up? Do your Google Ads attract real, high-intent visitors? The goal is not

to get everything perfect, but to quickly gather feedback that tells you what's working—and what isn't.

As you test, you'll begin tracking the metrics that matter. Look at cost per acquisition (CPA) to understand how much you're paying to win a customer. Monitor engagement signals like views, clicks, comments, and shares. Measure conversion rates—how many people move from interested to committed? And listen closely to qualitative feedback. Sometimes a comment or DM tells you more than a spreadsheet ever could.

## **Measure, Learn, and Improve**

Once your first tests are live, take a step back and analyze. Which message angles actually resonated? Which channels brought in real customers—not just clicks or empty interest? What surprised you?

This is the moment where testing turns into insight. Use what you learn to refine your next steps. Double down on what's working. Cut what's clearly not. And if something feels “almost there,” tweak it—maybe the timing was off, the format didn't fit the channel, or the offer wasn't strong enough. Then, go again. Every round of testing brings you closer to clarity.

And every part of this method—from strategy to testing to refinement—will be explained in detail throughout this book. After all, the goal of this book is exactly what its title says: to **SELL IT**.

# WARNING! THIS BOOK ISN'T FOR EVERYONE

To get the most out of this book, you should already have an *innovative product or service*—something that solves a real problem in a better way than current alternatives.

Why do you need an innovative product before you start selling? Because marketing only works when you have something worth marketing. No matter how clever your ad, how optimized your funnel, or how big your budget is—if your product doesn't stand out in a meaningful way, marketing will underperform and fail.

If you've read the first two books, *Find It* and *Design It*, then you're in the right place. Together, those two helped us create a product that's both useful and different—built around real customer needs.

Here's a quick recap of what we've done so far:

## **Step 1: Identify a Growing Market**

We began by researching industries and trends to find a market that's expanding—where more people are spending money, new customers are entering, and innovation is active. Choosing a growing market gave us a better chance of success because there's more momentum and demand to build on.

## **Step 2: Select the Right Job in the Market**

After identifying a promising market, we looked deeper to understand what people in that market are trying to

accomplish—the jobs they “hire” products to do. We focused on pain points that were important, frequent, and emotionally felt. This helped us choose a meaningful and valuable problem to solve.

### **Step 3: Start Narrow and Specific**

With a clear job in mind, we narrowed our focus to one specific customer group and one clear problem. Instead of trying to solve everything at once, we concentrated on doing one thing exceptionally well. This approach made it easier to test, improve, and gain early traction.

### **Step 4: Apply the JTBD Framework**

We then used the Jobs to Be Done (JTBD) framework to break the job into smaller parts—understanding what the customer is trying to achieve, what challenges they face, and what matters most in a solution. This gave us a deeper insight into how to design something effective and focused.

### **Step 5: Analyze the Four Forces of Progress**

To understand why people might resist change, we analyzed the four forces that affect decision-making: what pushes them to seek a solution, what pulls them toward new options, what makes them anxious, and what habits keep them from switching. This helped us create something people are actually ready to adopt.

### **Step 6: Write the Problem Story**

Based on everything we had learned, we wrote a short and clear problem story. It summarized who the customer is, what they’re trying to do, what’s blocking them, and

what outcome they truly want. This story became our guiding reference to make sure we stayed aligned with real customer needs.

### **Step 7: Differentiate Your Idea**

Returning to our problem story, we studied the competition and made sure our idea stood out. We removed features people didn't care about, reduced complexity, enhanced what users loved, and introduced something new. This made our product meaningfully different—not just better, but clearly unique in the market.

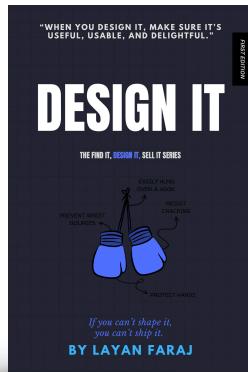
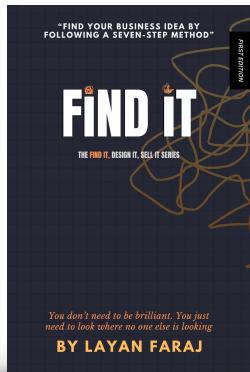
### **Steps 8: Test for Value and Usability**

Before building the full version, we tested a basic prototype to check if it truly solved the problem (value) and was easy to use (usability). Using the Lean Method, we built small, measured feedback, and adjusted quickly. This ensured we were building something people would actually want and use.

### **Step 9: Finalize the Product**

After validating the idea, we finalized the product and shaped a strong offer around it. We focused on the right pricing, and packaging the solution in a way that felt compelling. This helped us reach product-market fit—where customers not only bought the product but loved it and shared it.

If you haven't read *Find It* and *Design It*, which explain those steps in detail, and now want to learn more, consider starting there—they lay the groundwork for everything that follows.



**SELL IT**

**\$26**

