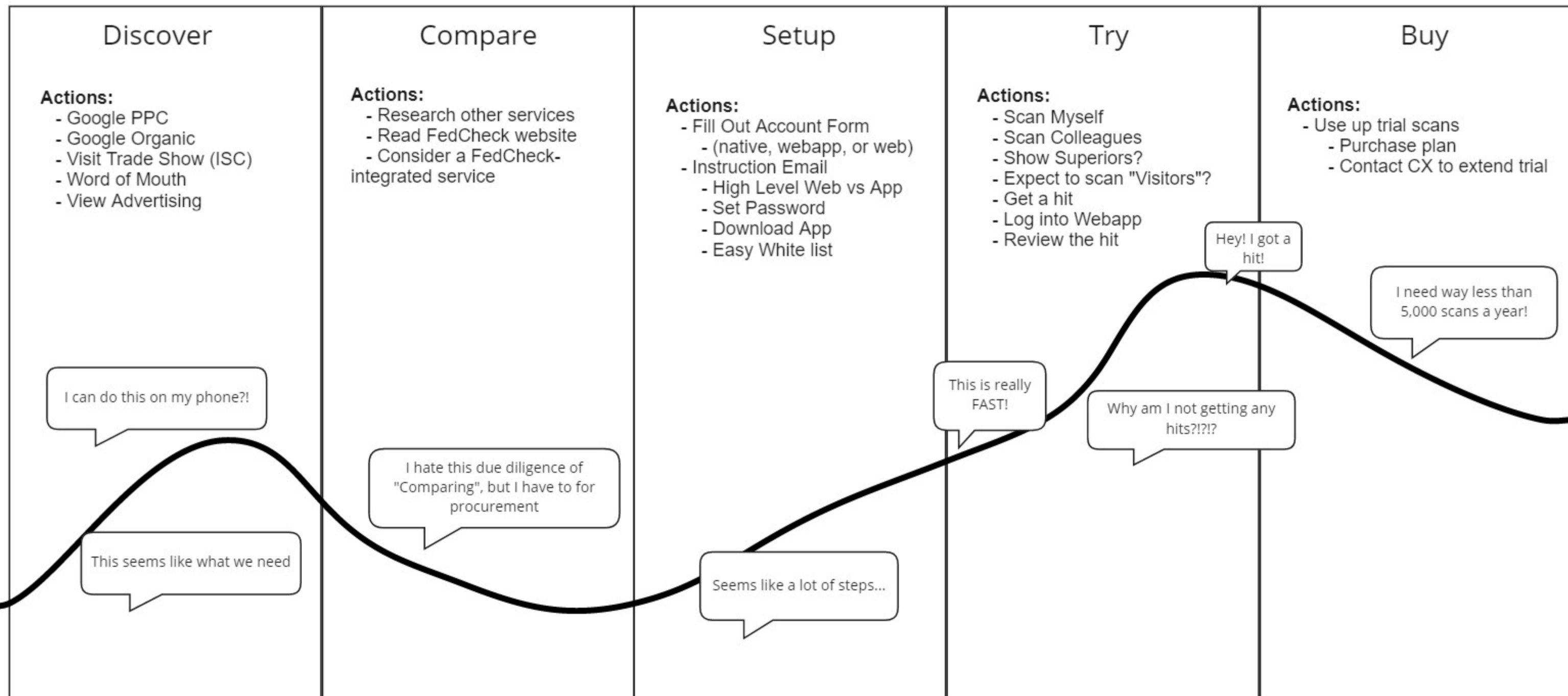# Become a FedCheck User/Customer (self-serve)

Expectations:
- Find the best tool for the job!
- Try out a possible solution
- See it Work! (Ex: Hit)
- Sign up for a small account (Ex: 50 Scans/Month)

Discover	Compare	Setup	Try	Buy

Actions:
- Google PPC
- Google Organic
- Visit Trade Show (ISC)
- Word of Mouth
- View Advertising
	Actions:
	- Research other services
	- Read FedCheck website
	- Consider a FedCheck-integrated service
		Actions:
		- Fill Out Account Form
		  - (native, webapp, or web)
		- Instruction Email
		  - High Level Web vs App
		  - Set Password
		  - Download App
		  - Easy White list
			Actions:
			- Scan Myself
			- Scan Colleagues
			- Show Superiors?
			- Expect to scan "Visitors"?
			- Get a hit
			- Log into Webapp
			- Review the hit
				Actions:
				- Use up trial scans
				  - Purchase plan
				  - Contact CX to extend trial

Speech bubbles (along experience curve):
- "I can do this on my phone?!"
- "This seems like what we need"
- "I hate this due diligence of "Comparing", but I have to for procurement"
- "Seems like a lot of steps..."
- "This is really FAST!"
- "Why am I not getting any hits?!?!?"
- "Hey! I got a hit!"
- "I need way less than 5,000 scans a year!"

Opportunities	Opportunities	Opportunities	Opportunities	Opportunities
Get them to Sales Site! Get them to Login Page! Get them to Download App! "Sign Up" should be available anywhere!	"No Brainer" so that they do not need to compare Show off high-level diagrams so a customer can imagine how the process works Show integrator as a secondary option to raise the value of us with a partner	One Email, Please God!!! Keep user inside app for the entire process to reduce dropoff How can a 1-1-1 Tenant get off the ground quick (One Facility/AP/User)... Whitelist, Password, Set up Assumptions?	10-20 Scans (not time based) Turn on all sirens and sub-sirens to increase likelihood of getting a hit Hits reassure the user that the software actually works	"Trial is up, wanna buy?" Page Rate App for an extra X Scans? Get them to commit small, then we can go from there Scan packages for the smaller scope ($1,000-3,000/year range)

Technologies	Technologies	Technologies	Technologies	Technologies
Wordpress: www.ident.solutions website to "sell" them. They get here from PPC, Google, etc SalesForce: ADM Enters here??? Nobody, under the assumption that we don't need it here for this process???	Wordpress: This is 100% Marketing/Sales control! Large part website, but also uses drip campaigns or PPC HubSpot: Drip campaigns to get name recognition, and drive traffic to the site	WordPress: Potentially a link to the form from the sales site. Or would it link to "Login" or "Download App" FedCheck: The "Trial" form should be within FedCheck app, and then make calls to create both FuseBill and HubSpot accounts upon submit FuseBill/HubSpot: Gets info forwarded from FedCheck	FedCheck: Using the FedCheck product to try it out CX Tools: Passing Milestones along the way HubSpot: Get emails at certain points to encourage use	FedCheck: App keeps track of trial indicators, and gets them to a FuseBill page when the trial is complete FuseBill: Allows the entering of CC# for continued use of the software past trial. Smallest $ accounts listed here.