

Weekly article Writing 28/05/2024

Source:

Marketing Mastery ⇒ <<Know your audience>>

Subject:

Identify your customer bias. Find who your perfect customer is, their habits, their language their beliefs, things they like and things they don't. Laser focusing on your perfect customer bias will skyrocket your response rate and increase the chances of a purchase.

Title:

1. One simple step to guarantee your ads will sell every time.
2. The holy secret of marketing. How to sell more while spending less!
3. One thing that can kill every single ad...

Outline:

Most business owners today are influenced to use mass marketing

If you have billions and billions of dollars to spare then go for it.

You should sell to people who want to buy things from you

There is always a bias. There is always something common between the people most keen on your stuff.

Research is really important for you to find your perfect customer

Look in reviews to see their language

see how they talk, what are their interests, what age, gender, country, religion

don't blindly aim your marketing at everyone, laser focus on selling to your perfect customer's bias.

Guarantee less money spent and more stuff sold this way

Notes:

So let's talk about a mistake that almost every business owner makes, especially local business owners, and that is identifying audience bias.

Now what tends to happen is that people start to think like, maybe there is no bias. Maybe everyone is my customer. Maybe I could just sell to everyone and it'll all be fine. Narrator voice, it was not fine at all.

There is always a bias, like you sell primarily to men or you sell primarily to women, or maybe you sell to a certain age group, or maybe you sell to someone with certain interests, maybe you sell to someone with a certain haircut. I don't know. And the reason I thought about haircut was I remember a story, this was a motivational speaker in the sixties, I believe, and I remember a marketing example that someone that worked for him remembered said, well back in the sixties, obviously you had no internet, you didn't even have a fax machine. You had very little in terms of targeting power. And the guy was doing his seminars, you know city after city after city, and he started noticing in the audience that most men were men that had crew cuts. So, you know, the, basically buzzed head that they get in the army. And a lot of them just had that, like overwhelming majority, like always there was a bias in the audience.

So what he started to do when he for example, he went to go to Denver, he would hit up all the barber shops, basically say hey can you get me a list of your clients? I will pay for the list obviously get me a list of your clients with crew cuts. And then he mailed out like direct mail, like actual mail to them because you know again it's the sixties, with a promotional offer for the seminar. And it boosted the response enormously because there's always a bias. If you talk to the right people, you will get a response rate that's much higher than anything that you would get in a mass market. The problem is a lot of marketing that we grew up with or see is directed at the mass audience. Like you got laundry detergent or you got Coca-Cola, which is basically directed to everyone.

And these people have hundreds of millions of dollars of marketing budget. Uh we don't, well I'm not sure about you, but I don't, I don't have hundred million dollars to put in an ad budget to basically blanket the whole market. See if someone decides, oh yeah, let me pick this up, we were sort of raised with the idea of yeah, let's do mass marketing and then get them to know your brand and then hopefully someone, if he's in the supermarket or something decides, yeah let me pick up this brand of peanut butter because I've seen this on the, you know, the news or in the newspaper.

So what I'm trying to get you to understand is that we don't do that. We talk to our majority audience and we make sure that the people that we talk to are actually the people that we wanna talk to, people that wanna buy our product. Most important. So when I did direct mail again 15 years ago or something, certain areas were better than others. Certain cities certain provinces there's always a bias.

So if you know who your audience is, you get a clear picture, you know what language they use, maybe what party they vote for, uh what kind of income they have, where do they live, do they have kids or do they have pets, do they have hobbies? All of that stuff becomes clear over time as you get to know a customer.

But before that, you need to get a sense of how do these people talk? How do they communicate, what do they say? Excellent resource for that. If you have a client, for example, and he's doing, let's say garage doors, you know, a recent example came up and thought about that, you could look at the reviews of this client and maybe similar clients like competitors. You can look at the review and see what language these people use, like how do they actually speak. And it'll also give you a clear indication of okay,

What kind of people are they? Like, are they students? Are they homeowners? Are they retired people? Like what, what sense do you get from them?

You must understand your audience. You must do the minimum viable research, background research. I did a couple examples in the daily marketing example on products for women. And well, I don't wanna shame you, but you showed a lack of understanding in women's issues. Now I understand most of you are not a woman. I get it, most of you are young. So, but it shows if you don't even have the most basic understanding of stuff. And that's why we need to look into that. You need to, like, let's say you get a client and he does Botox like a cosmetic surgery Botox bar. You don't even have to be a surgeon these days, can just, you know, prick needles into people without too many qualifications. And let's say he does that. If you show up to a client call, it makes a lot of sense to do the least minimum background research. Like, okay, who actually, who's actually interested in this? Because a lot of you think, yeah, when you're 55, you start looking at that. Well, no way. Earlier I said before in a call, there's a whole lot of like natural beauties on Instagram that go through endless procedures even before they're 25. This is not rare, but you need to know this stuff if you're pursuing clients like that, right? If someone books the call, know at least the minimum, it's similar to a job interview. You have to do some background research, don't have to be an expert, he's the expert, that's absolutely fine. But you have to know something, especially if you're then going out and do their marketing for them. Need to do some background research. Ideally, the ideal situation is that the customer, when he sees the ad, I'm not talking about your customer, I'm talking about the customers that we market in general, right? Customer need to see and think, ah, this is for me. This man understands me. I get it, he gets me. This is my problem, this is my situation. That's what we're gonna get to. And you do that by actually getting the customer by actually understanding where they are coming from. And you do that by doing some basic background research and then some educated guesses.

Now obviously if you work with a client, you can interview clients that that's all good. But please understand that there is no product, there is no product, none that appeals to everyone, every age, every sex. Well there are only two every, no that doesn't happen.

There's always a bias. And our clients will think there's not, there is. And your ad results will show this to you as you go along. But for now just understand there's always a bias. You need to talk to the right audience and you need to, your message will cut through the clutter.

If you laser focus it on the person, most likely to respond to your ad. If you want to go up in like, in the, in the ether, if you don't want to get noticed at all feel free to just say well, this is for all people, this is for everyone. It's not it's for a certain segment of the population. And the more concise and clear and laser focused you can get, the better the message will be and the more impact you will have, which is what we're looking for impact.

First draft

Why Talking to the Right People Will Save You a Ton of Money

Are you neglecting your perfect client without even knowing it?

Seems like a weird question but it's really not. I did this a lot when I first started experimenting with ads, and now I can still see this problem happening all around me. If I had known about this secrete earlier it would make my early project 10x easier.

We were short of raised with the idea that we have to do mass marketing and get our brand known to the people. Hopefully, someone someday will say:

"Yeah, I will buy this brand of peanut butter because I saw it in the newspaper!"

Sorry to be the bearer of bad news, but this is not happening.

We see this with big companies like Coca-Cola where everyone is considered a customer. The thing is, these companies have billions and billions of dollars in marketing budgets.

We, local business owners, don't have billions to spend monthly and blanket the whole market. If you do, good for you to keep going.

If not then hear me out for a minute. In the next three minutes, I am going to show you the key to effective marketing and how you can generate money with ads without breaking the bank.

Bleeding necks

You see when I work with clients I always ask them:

"Who is your perfect client and what does he look like"

The most popular answer is...

" Everyone is my client! "

"I sell to anyone! "

And my answer to this is always NO, you don't.

Two reasons

1. Not everyone needs your product or service.
2. When you aim blindly you end up hitting nothing.

People have a problem that gives them an itch. Something that needs to be solved urgently. Your service is the thing that gives them what they want.

In marketing we call that: “Bleeding neck problem”.

The perfect client

In every business, there is a client bias. You might sell primarily to men or women, or a certain age group, or even a certain haircut.

I remember there was this motivational speaker in the sixties. You know, back then you didn't have much targeting power.

In one of his tours, he noticed that the overwhelming majority of people in his seminars had crew cuts. He decided to conduct an interesting experiment.

He reached all the barbers in the area of his next seminar. He bought the lists of people with crew cuts and mailed out a promotional offer for the seminar to them.

As a result, the number of people who attended the seminar almost doubled since last time.

Today finding your lists is easier than ever!

Knowing your audience

We have been provided with many useful tools over the years. This information is all around us. Google, Instagram, and Facebook are places where your perfect clients hang out, talk, entertain, and express themselves.

the easiest thing you can do is look at the reviews. Yours, your competitors, and similar businesses reviews.

You can see how they speak, what they like, what they don't, what problems they experience. With the bare minimum of research, you can find who your crew cut people are in a matter of seconds and for free!

laser focus on your perfect client

Let's say you are into dog training.

The most profitable service you have is puppy training. I mean, the worst thing you can do is present an ad like this:

“ This is Doggie trainer Dan!

We train all dogs, of all ages and breeds

How:

- listen to your every command
- Not destroy your home in your absence
- Stay calm in social gatherings

Call us today and turn your dog into a gentleman in a matter of weeks! “

This is so vague, so boring, and generic. Reading this there is no way someone would go:

“Ah yes, this is for me, this scratches my itch, this is a perfect solution for me!”

And this is the reaction we need to get from our clients. These are the clients who we know for sure are going to buy from us.

So don't be afraid to find your perfect client and tailor your message to them.

P.S

If you want more clients, more sales, and more growth you can download my guide here:
<<link>>

Now, I know time is of the essence and the last thing you wanna do is study and practice marketing while running another 101 things for your business. If you want me to take a look at your marketing plan and see what I can do for you click here:
<< link >>

No commitments, no annoying sales talk, let's just get to know and help each other.

789 words

Second draft

Why Talking to the Right People Will Save You a Ton of Money

At first sight, running ads for most local business owners is a huge risk to their money and a waste of time. But if you know what you are doing, ads can be the highest ROI tool in your arsenal.

We were raised with the idea of mass marketing being the only way to get our brand known to the people. Hopefully someone, someday will say:

“Yeah, I will buy this brand of peanut butter because I saw it in the newspaper!”

Sorry to be the bearer of bad news, but this is not happening.

We see this with products like Coca-Cola or laundry detergent where everyone is considered a customer. The thing is, these companies have billions and billions of dollars in marketing budgets.

I, don't have billions for a monthly ad spend to blanket the whole market. If you do, that's great.

If not, then we are on the same page.

In the next three minutes, I will show you how I stopped throwing money away...

...And how you can do the same.

Bleeding necks

You see when I work with clients, I always ask them:
Who do you primarily sell to? Do you know who's your perfect client?

The most popular answer is...

...“Everyone is my client! “

...“I sell to anyone! “

NO, you don't!

Two reasons:

- 1)Not everyone needs our product or service.
- 2)When you aim blindly you end up hitting nothing.

People have a problem that gives them an itch. Something that needs to be solved urgently.
A pain or a desire for something.

Your service is the thing that gives them what they want.

In marketing we call that: “Bleeding neck problem”.

The perfect client

In every business, there is a client bias. You might sell primarily to men or women, or a certain age group, or even a certain haircut.

I remember there was this motivational speaker in the sixties. You know, back then you didn't have much targeting power.

In one of his tours, he noticed the overwhelming majority of people in his seminars had crew cuts. So, He decided to conduct a quite interesting experiment...

He reached all the barber shops in the area of his next seminar. He bought the lists of people with crew cuts and mailed out to them a promotional offer for the seminar...

...As a result, the number of people who attended the seminar DOUBLED since the last time.

Barber- list

We have been provided with many useful tools over the years. Google, Instagram, Facebook, and other social platforms. These are places where your perfect clients hang out, talk, entertain, and express themselves daily.

All you have to do is look at the reviews, comments, and reactions to your stuff, your competitors, or those of similar businesses.

You can see how they speak, what they like, what they don't, what problems they experience.

With the bare minimum of research, we can see exactly what our perfect client looks like.

laser focus

Let's say you are into dog training.

The most profitable service you have is puppy training. I mean, the worst thing you can do is present an ad like this:

" This is Doggie trainer Dan!

We train all dogs, of all ages and breeds

How to:

- listen to your every command
- Not destroy your home in your absence
- Stay calm in social gatherings

Call us today and turn your dog into a gentleman in a matter of weeks! "

This is so vague, so boring, too generic. Reading this there is no way someone would go:

"Ah yes, this is for me, this scratches my itch, this is a perfect solution for me!"

And this is the reaction we need to get from our clients. These are the clients who we know for sure are going to buy from us.

So don't be afraid to find your perfect client and tailor your message to them.

P.S

If you want more clients, more sales, and more growth you can download my guide here:

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Now, time is of the essence and the last thing you want to do is study and practice marketing while running another 101 errands for your business. If you want me to take a look at your marketing plan and see what I can do for you click here:

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No commitments, no annoying sales talk, let's just get to know and help each other.

749 words

Third draft

****A Small Fix in Your Marketing That Will Save You a Ton of Money****

Most local business owners have never been able to see the full fruits that good marketing can bear.

We were raised with the idea of mass marketing our services. Selling to everyone, because more customers equals more money.

That has never sat right with me.

After so many tries, tests, improvements, and helping a big handful of businesses achieve immense growth, I can finally say...

We have got it all wrong!

Sorry to be the bearer of bad news, but this is not what marketing is supposed to be.

We are led by examples like Coca-Cola or laundry detergent where everyone is considered a fit customer. The thing is, these companies have billions and billions of dollars in marketing budgets.

I never had the money to blanket the whole market with my ads. If you do, that's great.

If not, good news!

Most business owners today **waste almost half of their money advertising—maybe even more!**

In the next three minutes, I will show you how I stopped throwing money away...

...And how you can do the same.

*****Bleeding Necks*****

Whenever I work with clients, I always ask them...

- Who do you primarily sell to?
- Do you know who's your perfect client?

The most popular answer is: "Everyone is my client!" or "I sell to anyone!" in a slightly condescending tone. As if my question is offensive or stupid.

But in reality...

...No, you don't! And for two good reasons:

- 1) Not everyone needs our product or service.
- 2) When you aim blindly, you end up hitting nothing.

People have a problem that gives them an itch. Something that needs to be solved urgently. A pain or a desire for something.

Your service is the answer to their problems.

In marketing, we call that: "bleeding neck problem."

*****Common Problems*****

In every business, there is a client bias. You might sell primarily to men or women, or a certain age group, or even a certain haircut type.

I remember there was this motivational speaker in the sixties. You know, back then you didn't have much targeting power.

In one of his tours, he noticed the overwhelming majority of people in his seminars had crew cuts. So, he decided to conduct an interesting experiment...

He reached all the barber shops in the area of his next seminar. He bought the lists of people with crew cuts and mailed out to them a promotional offer for the seminar.

As a result, the number of people who attended the seminar DOUBLED since the last time.

All these people had one thing in common... a "bleeding neck problem" that only he could solve.

The same thing applies to every business. Every solution is attached to a problem. Every product has a use attached to it.

Otherwise, there wouldn't be a need for anyone to buy.

****An Easy Way to Find... Your Perfect Client****

We have been provided with many useful tools over the years: Google, Instagram, Facebook, and other social platforms.

These are places where your perfect clients hang out, talk, entertain, and express themselves daily.

All you have to do is look at the reviews, comments, and reactions to your stuff, your competitors, or those of similar businesses.

You can see how they speak, what they like, what they don't, what problems they experience.

With the bare minimum of research, we can see exactly what our perfect client looks like.

All you have to do is laser-focus your ads on those ideal clients.

****Avoid Generic at All Costs****

Let's say you are into dog training.

The most profitable service you have is puppy training so you decide to run an ad and get more clients that need their puppy trained.

I mean, the worst thing you can do is present an ad like this:

"This is Doggie trainer Dan!

We train all dogs, of all ages and breeds. How to:

Listen to your every command

Not destroy your home in your absence

Stay calm in social gatherings

Call us today and turn your dog into a gentleman in a matter of weeks!"

This is so vague, so boring, too generic. Reading this, there is no way someone would go:

"Ah yes, this is for me!

This scratches my itch!

This is a perfect solution for me!"

And this is the reaction we need to get from our clients. These are the clients who we know for sure are going to buy from us.

So, don't be afraid to narrow down your audience. Find your perfect client and tailor your message to them.

You will be amazed by the results.

There are plenty of ways to do this and it's doable for every single business—yours included. If you want to know how we would do this in your business, get in touch with us today.

813 words

Tweets/Posts/E-mail/Threads

Tweet 1

Marketing secrets 1/3

Worst thing you can do as a business?

Trying to sell to everyone.

I always ask my clients:

- Who do you primarily sell to?
- Who's your perfect client?

And they always say:

"Well, I sell to everyone!" and "Perfect client? That is not a thing."

I used to believe the same thing. After countless times making ads, monitoring results, reading reviews, and getting feedback, I came across two solid facts:

- 1) Not everyone needs our product or service.
- 2) When you aim blindly, you end up hitting nothing.

I mean, imagine trying to sell sunglasses to a blind man....

Not exactly an ideal customer for your business....

Tweet 2

The perfect client exists!

Even if you are just starting a business this is a fundamental rule.

For some, it might be easy to find. For others, it might be more difficult...

...But!

If you check this off your list then: Money, sales, clients...

...Will be EXTREMELY easy!

Look at your reviews, your competitors, or other similar business.

With minimum research you can see, how people talk, what they like, what they don't, what drives them...

The key is to tailor your message to them.

Make the ad about them. Show you can cure their **bleeding neck!**

Tweet 3

The fastest way to lose money is to be generic!

Imagine you have a dog training business. Puppy training is your most profitable service...

...And you run an ad like:

"This is Doggie trainer Dan!

We train all dogs, of all ages and breeds.

How to:

- *Listen to your every command*
- *Not destroy your home in your absence*
- *Stay calm in social gatherings*

Call us today and turn your dog into a gentleman in a matter of weeks!"

So vague, so boring, too generic...

No chance someone is going:

"Ah yes, this is for me!

This scratches my itch!

This is a perfect solution for me!"

This reaction is what gets people to buy!

