

Two Niche “know your audience” homework.

1. Online Physical and Mental Fitness program. (my real life personal project)

Perfect client:

My perfect client is a man that is slightly to a tad bit overly out of shape. Someone that kinda looks good in clothes but has flabby loose skin without muscle definition and this guy is probably single has low self esteem but hides it well. Doesn't like taking his shirt off in front of anyone especially y guys with fit bodies and hot girls. He knows he looks better in a shirt. But also wants to be better mentally confident and dominate physically Cannot consistently keep up with a program because they stress burn out strategies as opposed to lifestyle building habits that get results that stick.

I am speaking to the men of the world that have too much going on with work and are extremely busy. They make good money so their focus is to make sure they stay on top of what it takes to keep that money coming in.

They don't think they have the time to workout. They've tried it before. The trainer they had was good at making them feel like they were doing something good for themselves.

Teaching them to work extremely hard, working up a really good sweat and gaining muscle pain and fatigue. The only problem is they (the client) burn out. So they may last 1 month 2 months maybe even 3 months consistently. But when the results don't equal the work seemingly put in they get discouraged and go back to being busy with life.

Another result of this approach could be injury from not being ready to take on this type of physical workload.

Maybe they're beginners or even someone that is starting over for the 1st or 100th time.

I am presenting the idea of starting from foundation with perfect form and stretching core and balance. The difference is, this will be done intentionally with regard to time and effort. I know they don't have a bunch of time. But what we want is results.

Lasting results come with structure that doesn't interrupt the current lifestyle.

They need to understand their lifestyle will change but their livelihood will be able to maintain what they need.

They also don't feel their mental has the ability to be strong enough to make it through daily workouts and get work done as well.

Their minds are fatigued.

But that will quickly be addressed without their intention.

No need for them to focus on it because the program will emphasize it automatically through the habits performed that fit into the schedule.

2. Home Improvement: Hypothetical (client I would actually do marketing for)

The perfect client for the selling company:

Would be a house flipper. Someone looking to constantly take mediocre to poor condition houses for cheap and flip them to promise lands for the buyer.

Someone that has a good amount of money to use for good quality work. Typically houses outside of the city in locations not many people think to live. Reason being they are hypothetically selling to city dwellers looking to get out of the city in a more remote location.
The renovations are focussed on modern day living style.
Smart home and contemporary lifestyle.