

Who the hell is “*John Smith*”, and WHY he’s going to pay business owners like YOU.

First, let's quickly go over a couple of things, and then we'll get you paid.

I notice a few common problems with business owners when it comes to marketing

They haven't met John!

Everyone has a service or product to sell, but very few dive **DEEP** into who **REALLY** wants to buy it

There's only 3 core principles to remember when marketing ANY business

1. **What do you do? What are you offering people?**
2. **Who wants to buy that?**
3. **How do you find them?**

If you understand these simple pillars of marketing, you WILL meet John Smith, and he WILL pay you accordingly

So first off, What is your **Message**?

It needs to be clear, powerful, persuasive, compelling.

It needs to interrupt your audience like a slap in the face with a wet rag

You, me, and your neighbor Bill are constantly flooded with ads all day, every day, so you **NEED** to find a way to make sure people pay attention to **YOU** above everyone else.

How are you going to do that?

Tip* Don't just assume that competing on price will **MAGICALLY** win everyone over.

That's a race to the bottom, and you're never going to win

You're in business to make **MONEY**, not finally get some sales that only pay you enough to buy some discount baked beans from the supermarket.

You're better than that.

Second point!

Who are we selling to?

If you're a chainsaw manufacturer, your target audience isn't going to be 4 year old children that can't even lift the damn thing now, is it?

If you sell water, you probably want to sell it to thirsty people, right?

So let's keep this **SUPER** simple.

What do you sell? And who actually needs/ wants/ uses that?

Once you have a rough understanding of what that audience looks like, dig down into it. Dig like you're digging to China.

If me and you are in a crowded mall and I am trying to get your attention, what is going to work better?

Me shouting out "**Hey, Hey You, Mr! Sir! You over there! Oi!**" from 100 feet away while you're walking away?

OR...

Me standing in front of you shouting "**John! Hey John! John Smith! Yes You!**"

Pretty obvious right?

So you need to find **YOUR** John Smith, and learn everything you can about them.

How old are they? Where do they live? What are their interests? And this leads us to our next point.

Where does your audience spend their time when they're on the internet?

How are you going to find them?

Instagram? Facebook? Some secret forum on the last page of Google?

The more you know about your audience and their interests, the better understanding of what online platform they use, so you can slam your message down right in front of them like a couple of crisp hundred dollar notes they can't take their eyes off.

These are all the basics that a lot of business owners look past, then wonder why they aren't getting many sales.

Forget about the colors of your logo and amazing business taglines, just focus on what actually works.

If you would like our “5-step guide to finding YOUR perfect john smith” [click here](#) and enter your email,

If you want US to find him for you, fill out the 3 questions on the form below, and we will reach out to you.